Automotive News 1953 Almanac

THE NEWSPAPER OF THE INDUSTRY

Seventeenth Review and Reference Edition

DETROIT, APRIL 27, 1953

SECOND SECTION

There's a LUMITE* pattern for every color car . . . and for every car owner's taste!

Library
General Motors Corporation
Research
Laboratories

for quality seat covers

LUMITE woven SARAN fabric

*Registered Trade-mark

Horsepower can disappear, too!

There's nothing mysterious about lost horsepower... it happens to the best of buckboards ...and automobiles! Sometimes it's caused by neglect or abuse, but usually it's just the natural result of long normal service.

Few people recognize the fact that their engine may be wearing out until more and more oil is required. True, excessive oil consumption is a sure sign of worn parts but oil isn't the only thing that disappears. You lose horsepower, too—which is costly, also irritating and embarrassing... on the hills and in traffic.

Fortunately, you no longer have to humor a tired or oil-thirsty engine. Just install Perfect Circle's 2-in-1 Chrome Piston Ring Set. The 2-in-1 set lasts over twice as long as ordinary rings, restores power and assures positive oil control for thousands of *extra* miles. Perfect Circle Corporation, Hagerstown, Indiana. The Perfect Circle Co., Ltd., Toronto, Ontario.

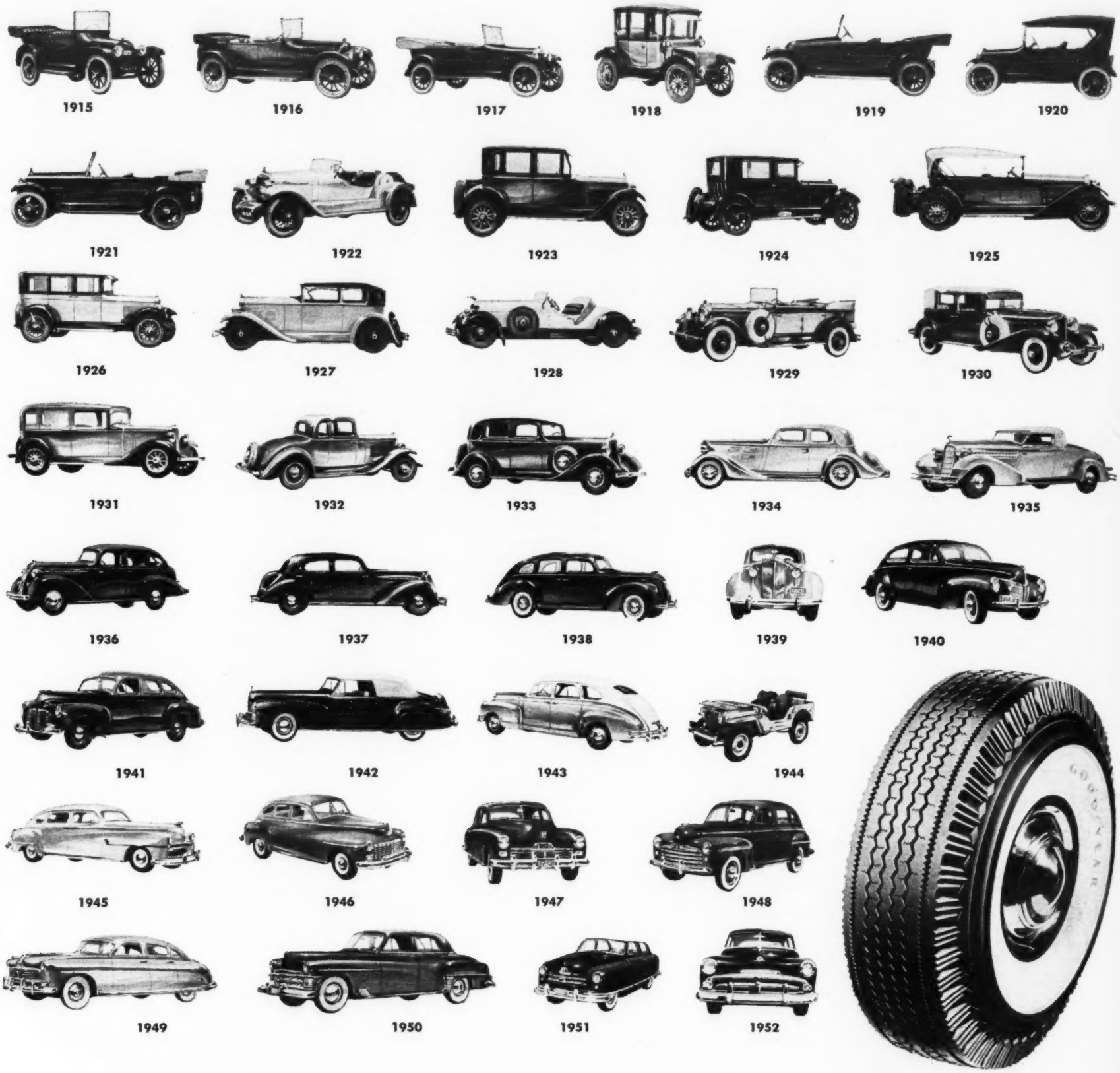
Solid chrome protects *these wearing surfaces. Normal pressure and alternate HiPressure springs (for badly worn cylinders) packed with each oil ring.*

Many leading engine manufacturers select and distribute Perfect Circle's 2-in-1 *Chrome* piston ring sets for authorized replacement service.

Perfect Circle PISTON RINGS

The Standard of Comparison

Again... one of the most remarkable votes of public confidence in the history of American Industry

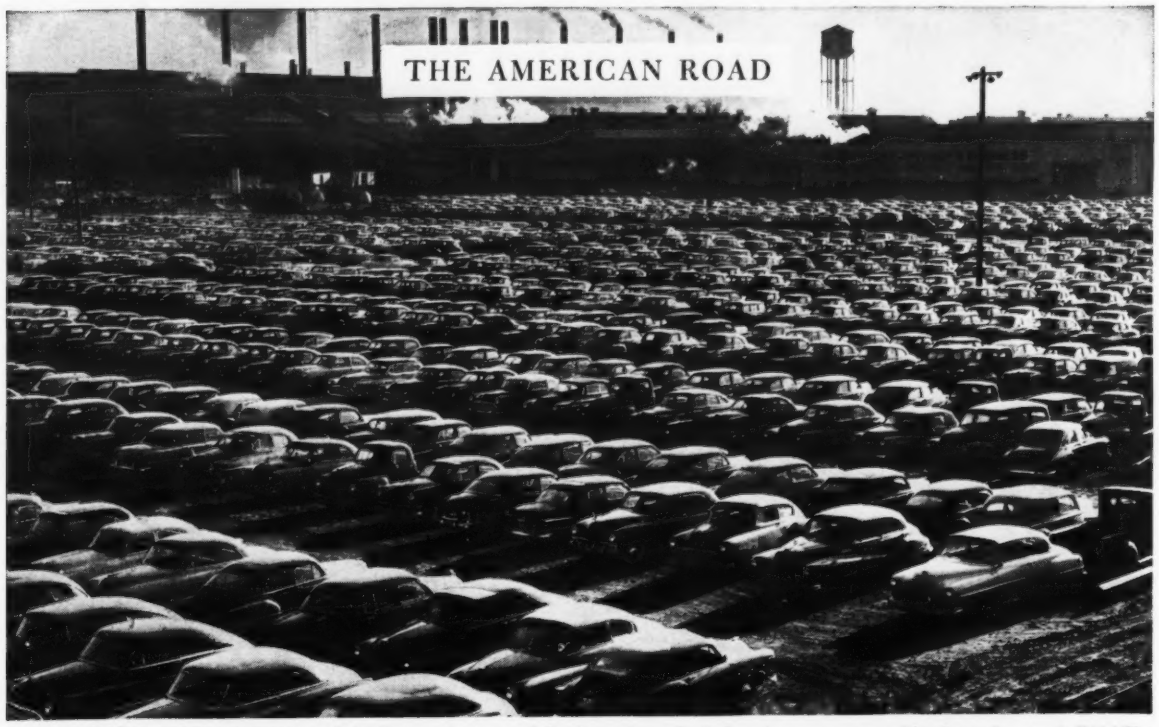


In 1953 too, as in every single year for the last 38 years

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

GOODYEAR

AKRON 16, OHIO



WHEN A WARTIME SOVIET MISSION visited the Rouge plant, one of the Commissars looked at the enormous parking lot and sneered: "Ah! The capitalist bosses' cars!" No one could convince him that this great sea of automobiles belonged to the 60,000 Ford workers of the Rouge.

How the $5 Day changed the world

BACK in the days of the sixty-hour week, most workers walked home on tired legs. The average day's pay in industry generally was $1.75.

Times were poor, late in 1913. Many industries were in depression. Then on New Year's morning, 1914, Henry Ford called his executives together in a room in the Highland Park plant. For years Ford had figured out sums and engine sketches on wood shingles that he picked up in the shop—but now there was a big improvement: a large wall blackboard.

He wrote on the board the minimum Ford wage standards: $2.34 for a nine-hour day. He tossed down the chalk and said: "Figure out how much more we can give our men."

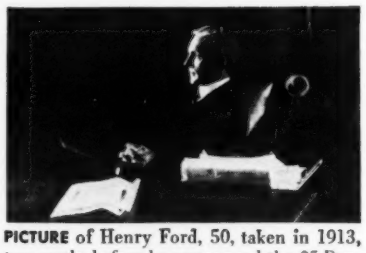
The Ford executives worked all day, cautiously adding 25¢, and then another 25¢. Every so often Ford walked back in, said: "Not enough," and walked out. Finally they had more than doubled the basic pay—up to $4.80 a day.

One man snapped: "Why don't you make it $5 a day and bust the company right?"

"Fine," said Henry Ford. "We'll do that." The Master Mechanic of Detroit was not being foolishly generous. He had a solid philosophy which he wanted to dramatize. He believed that men did better work in shorter hours; he believed that if they had more money they could buy more things, and one of the things they were sure to buy was an automobile. History shows his intelligent selfishness paid off.

The news broke on the morning of January 6—and the working-man's world was changed forever. The new minimum wage, "even for the worker who sweeps the floor" would be $5 a day; and for the first time in history the working-day was to be fixed at eight hours.

This was thunderbolt news—one of the great news stories of all time. That very day workmen all over the United States kissed their wives good-bye and promised to send for them. Cotton-pickers headed north; Serbians rushed to apply for American passports, Germans headed for the docks in Hamburg.



PICTURE of Henry Ford, 50, taken in 1913, two weeks before he announced the $5 Day.

Most newspaper editors thought Henry Ford was crazy. He had "upset the whole social structure"; he "would be broke in a year." Cartoonists showed factory sweepers in fur coats and cigars, descending majestically from chauffeur-driven limousines to pick up their brooms. Clergymen around the world blessed Henry Ford.

Ford Motor Company

Fifty Years Forward on The American Road

FORD • LINCOLN • MERCURY CARS • FORD TRUCKS AND TRACTORS

Seventeenth Annual Edition of the

AUTOMOTIVE NEWS

Almanac for 1953

APR 30 1953

Review and Reference Edition

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Publisher, 1933-1949

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HIGHLIGHTS

Census of Automotive Firms.

Cars in Operation by Makes, States and Model Years.

Complete passenger car registrations.

New-Car Dealer totals by Makes and States.

Detailed directory of the industry.

Automotive News Family Album.

Financial data of automotive companies.

Farm data—Automotive.

Used-car prices analysis.

Commercial car registrations.

Monthly production and registrations statistics showing percentage of each month to year's total.

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Production and wholesale value of passenger cars and trucks.

List of states in order of registrations of car volume—in order of percentage of sales.

List of car manufacturers in order of sales volume—in order of percentage of sales.

Automotive News production estimates by makes.

Tire and tube production statistics.

Highway Accidents—types, condition of vehicles, etc.

Taxes paid by car owners.

Complete Index Facing Inside Back Cover

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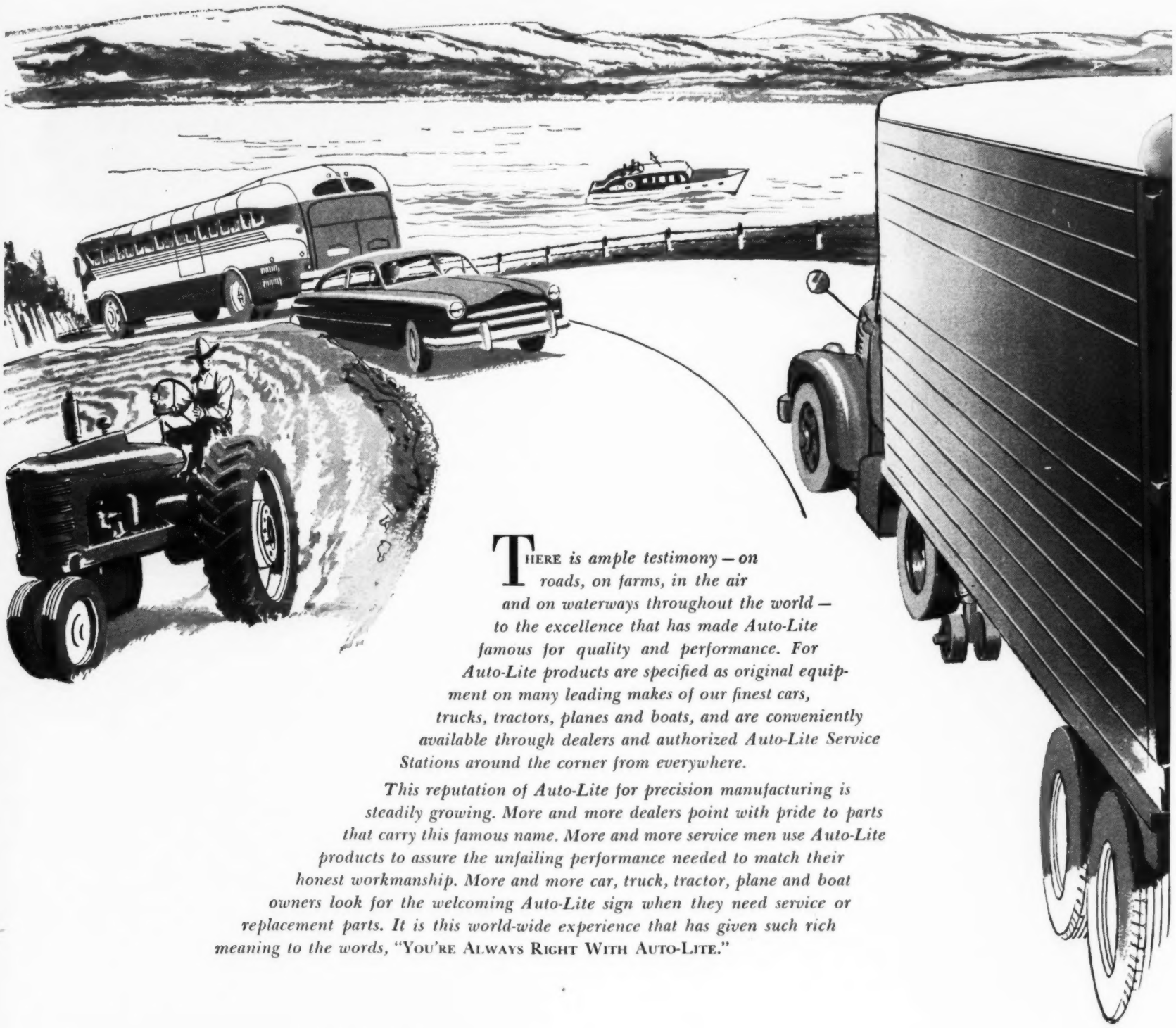
Serving the world's constant demand for better transportation!



THERE is ample testimony — on roads, on farms, in the air and on waterways throughout the world — to the excellence that has made Auto-Lite famous for quality and performance. For Auto-Lite products are specified as original equipment on many leading makes of our finest cars, trucks, tractors, planes and boats, and are conveniently available through dealers and authorized Auto-Lite Service Stations around the corner from everywhere.

This reputation of Auto-Lite for precision manufacturing is steadily growing. More and more dealers point with pride to parts that carry this famous name. More and more service men use Auto-Lite products to assure the unfailing performance needed to match their honest workmanship. More and more car, truck, tractor, plane and boat owners look for the welcoming Auto-Lite sign when they need service or replacement parts. It is this world-wide experience that has given such rich meaning to the words, "YOU'RE ALWAYS RIGHT WITH AUTO-LITE."

AUTO-LITE *Manufacturers of...*

BATTERIES • BUMPERS • FUEL PUMPS • HORNS • GENERATORS
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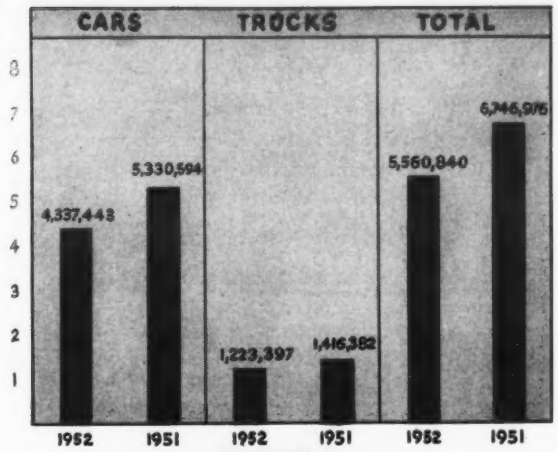
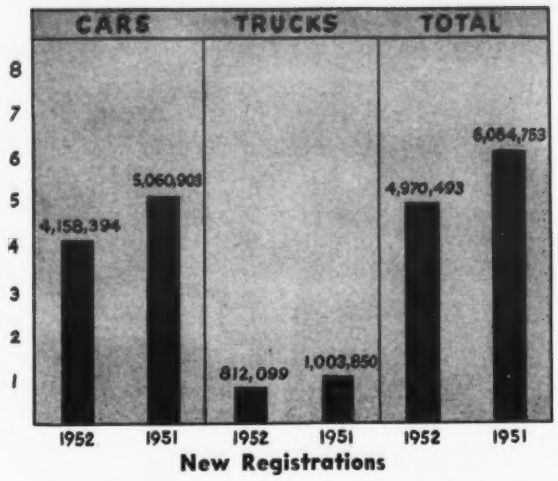
MOVING MECHANISMS • HUB CAPS • WIRE & CABLE • SPARK PLUGS
METAL FABRICATED ASSEMBLIES • GRAY IRON CASTINGS
ZINC & ALUMINUM BASE DIE CASTINGS

WORLD'S LARGEST INDEPENDENT MANUFACTURER OF AUTOMOTIVE ELECTRICAL EQUIPMENT

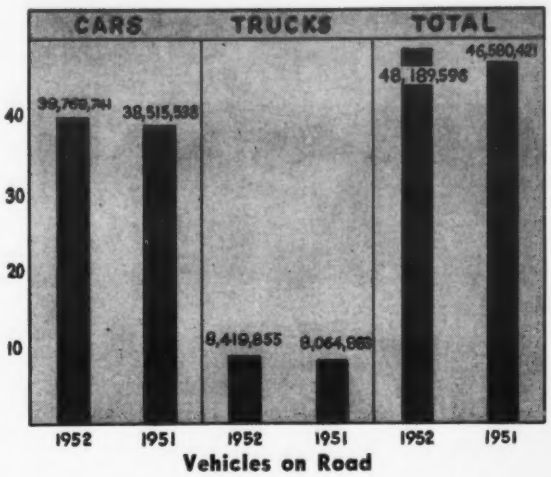
U.S. Controls Hold Automotive Industry on Leash in '52



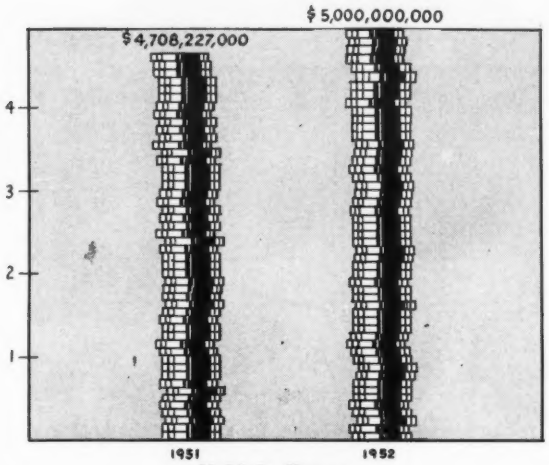
Production



New Registrations



Vehicles on Road



Vehicle Taxes

WHILE the auto industry started 1952 on a rocky road, the path began to smooth out as the year drew to a close. The heavy odds, which faced the industry, dropped as a new Federal Administration showed promise of new things to come, and the web of Government controls began to disintegrate.

Vehicles on the Road and Vehicle Taxes were the only two auto items to set records during 1952. However, Tire Output and Sales and Gasoline Consumption showed a substantial rise over the preceding year, while there were declines in Production, Auto Wage Earners, Parts and Accessories, Auto Exports and New Car and Truck Registrations.

Production of new cars in 1952 slipped for the second consecutive year from the peak established in 1950. There were 4,337,443 autos turned out in 1952, compared with 5,330,594 in 1951 and the record 6,658,510 in 1950.

Although the number of military units helped push up truck output during the year, the total dipped under the alltime high set in 1951. Last year's new-truck production amounted to 1,223,397, versus 1,416,382 in the prior year.

* * *

NEW-CAR and new-truck registrations in 1952 fell to 4,970,493 from 6,064,753 the preceding year. The drop in new-car and truck output didn't show any unfavorable repercussions on the tire makers, whose sales and output picked up to the high levels of 1950. Production of tires in 1952 amounted to 90,522,386, contrasted with 83,404,977 in 1951. Sales aggregated 85,406,982 against 78,441,721 in 1951.

Despite the many lows recorded by the industry in 1952, the Government showed no leniency in its grab of taxes from the motoring public. Federal, state and local vehicle levies jumped up to an estimated $5,000,000,000, compared with $4,708,227,000 in 1951.

Number of cars on the road in 1952 totaled 39,769,741, compared with 38,515,538 in 1951, while trucks edged up to 8, 419, 855 from 8,064,883 for a grand total of 48,189,596, as against 46,580,421 in the prior year.

Auto and truck exports nosedived to 297,259 from 426,722 in 1951. Shipments of cars out of the country amounted to 141,026, versus 212,176 in 1951. Last year's exports of trucks fell to 156,233 from 214,546 in 1951.

* * *

SALES of parts and accessories in 1952 dropped slightly from the alltime high established in 1951, totaling $2,450,000,000 against $2,543,841,000.

With the record number of automobiles on the country's roads in 1952, Gasoline Consumption showed a substantial increase. Motorists burned up an estimated 46,424,019,000 gallons of gasoline, compared with 43,895,474,000 in the preceding year.

The two-month steel strike last year caused the average number of auto wage earners to drop off from 856,300 to 785,000.

The year 1952 was a jubilant one for several auto makers, but it also was a bereaving one for some others. While it marked birthday celebrations and a new challenge to some of the industry's leaders who assumed new responsibilities in the National Capital, it also saw the passing of several prominent auto industrialists, such as Packard's Alvan Macauley; Walter O. Briggs; Pontiac's Arnold Lenz, and DeSoto's C. E. Bleicher.

It also marked the appearance of many futuristic cars on the U. S. scene, and it witnessed the disappearance of one make—the Crosley, whose facilities were absorbed by General Tire and Rubber Co.

Here are capsule headlines of happenings in 1952:

* * *

January

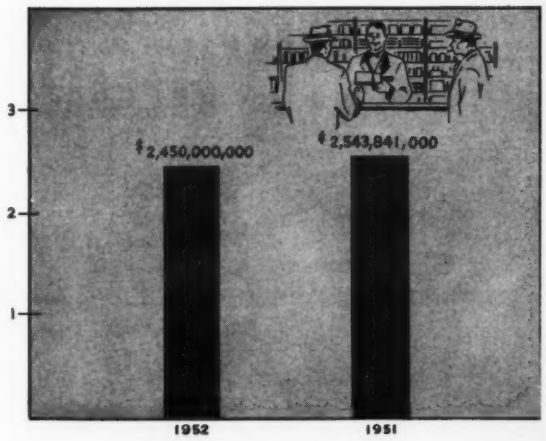
Makers, UAW fight proposal for 20 percent auto output slash . . . Traffic toll hits 10-year high . . . Spot parts shortages follow service volume rise . . . New-car sales open year on a low note . . . OPS plans to enjoin dealer violators . . . Utah dealers ask CPR revision for cars, heaters . . . Public relations units named by 20 dealer groups.

Dealer stocks hit 6.1 average for postwar low . . . Ford unveils futuristic car . . . Auto makers meeting defense schedules, despite huge assignments . . . Tire firms fight discount lid; Big Four call FTC order unfair, plan court test . . . SAE eyes substitute metals . . . UAW parley set to prod Congress in auto layoff crisis . . . Vehicles on road hit 46,580,421 . . . Copper bottleneck dims future of production.

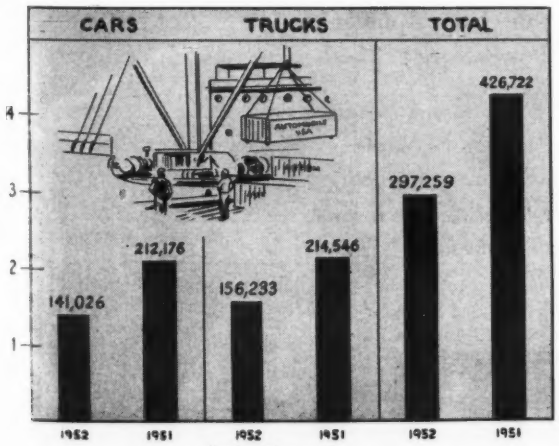
Alvan Macauley, who headed Packard for 32 years, dies at 79 in Clearwater, Fla . . . Upswing is seen in used cars at wholesale . . . Makers push battle on second quarter cut; current output slow . . . Rubber price cut 1½ cents . . . Mass auto rehiring doubted until '53.

Record scrappage threatens to reduce cars on road in '52 . . . Retail ceilings rising on '52s . . .DeSoto

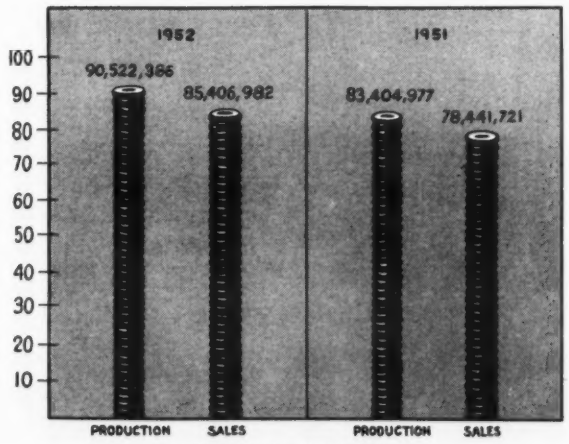
(Continued on Page 102, Col. 1)



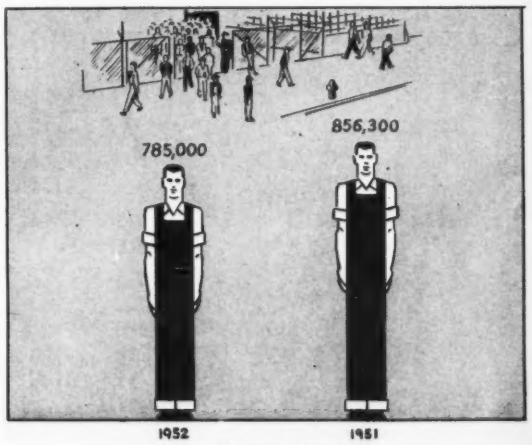
Parts, Accessories Sales



Auto Exports



Tire Output, Sales



Auto Wage Earners

He's another reason why Plymouth is a great car to sell

This little guy's name is "Tech." He symbolizes the most intensive factory-dealer training program in the automotive industry—the *Master Technicians Service Conference.*

Nearly **70,000** Plymouth servicemen are members of this Conference. They take a continuing "postgraduate" course in the most accurate, surest ways of diagnosing mechanical difficulties and applying the newest, best service methods.

Because of this unique, specialized training, Plymouth Master Technicians spot trouble without costly, time-wasting guesswork and experimenting. *They make better service a vital ingredient of every Plymouth dealership.*

PLYMOUTH BUILDS GREAT CARS · GOOD SERVICE KEEPS THEM GREAT

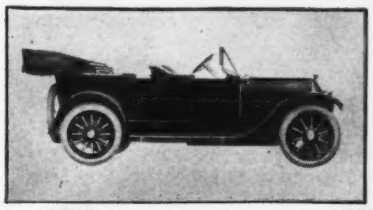
PLYMOUTH

Chrysler Corporation's No. 1 Car

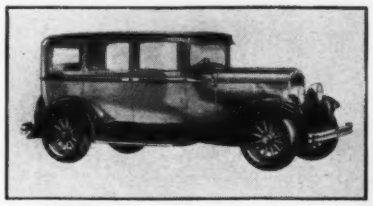
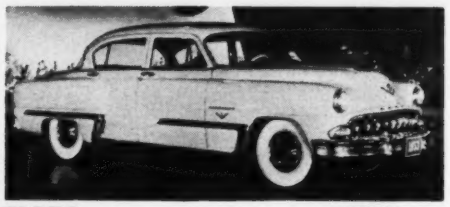
The Old—the New

With several auto manufacturers completing or entering jubilee years, the 1953 *Automotive News Almanac* is proud to present on this page the first and the latest models of those companies still in business.

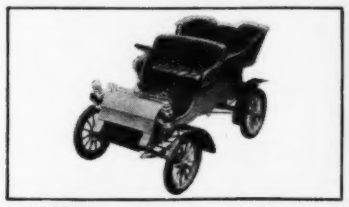
The 18 makes of cars represented on this page are the survivors of more than 1,675 which have been proposed or produced in the 57-year history of America's automotive industry.



1912 CHEVROLET 1953

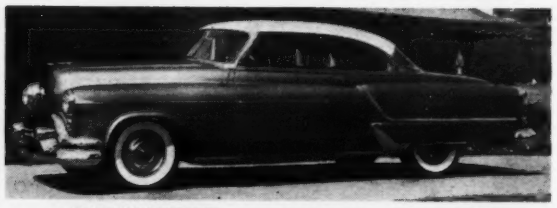
1928 DESOTO 1953



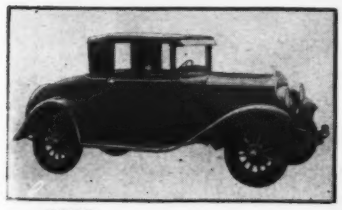
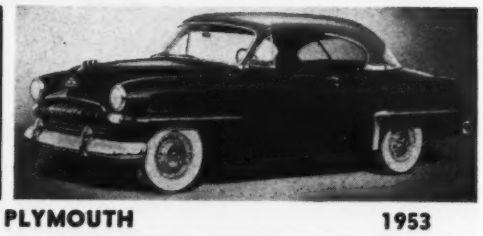
1903 FORD 1953

1947 KAISER 1953

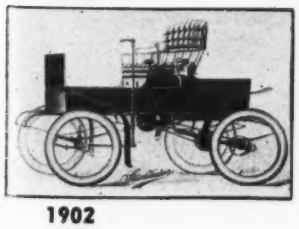
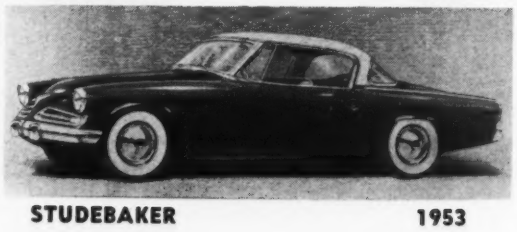
1939 MERCURY 1953



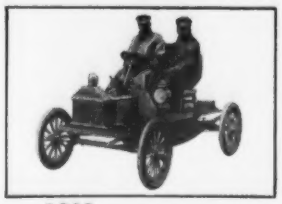
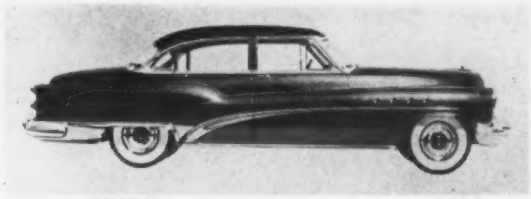
1897 OLDSMOBILE 1953

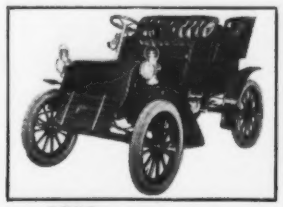
1928 PLYMOUTH 1953

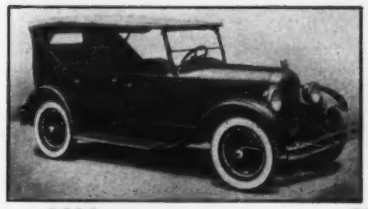
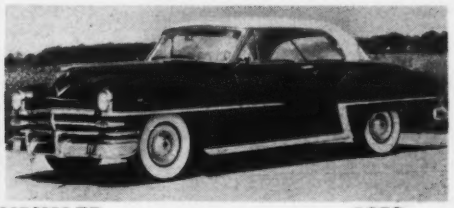
1902 STUDEBAKER 1953

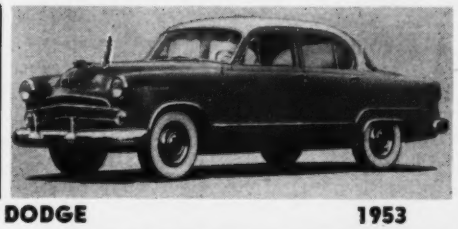
1903 BUICK 1953



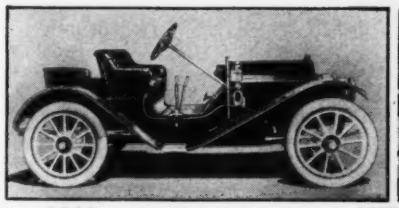
1902 CADILLAC 1953

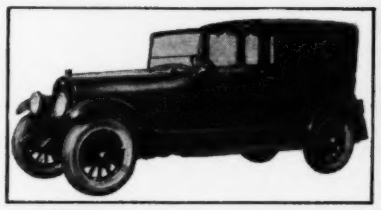
1924 CHRYSLER 1953



1914 DODGE 1953

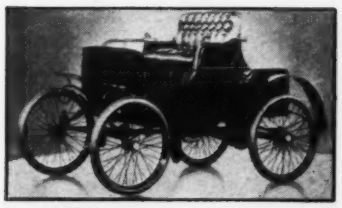


1909 HUDSON 1953

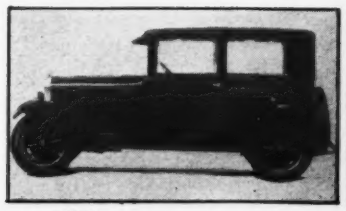
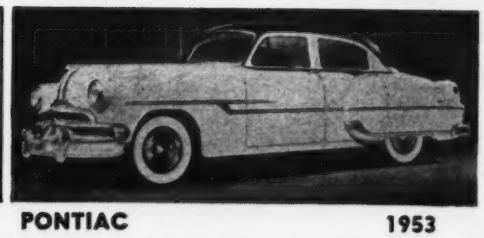


1922 LINCOLN 1953

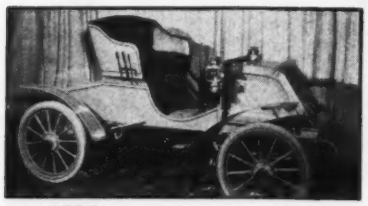
1902 NASH 1953



1899 PACKARD 1953

1926 PONTIAC 1953



1904 WILLYS 1953

New Continental Look! The low sloping hood and distinctive contoured windshield give you the finest view of the road you ever enjoyed.

The New Nash Ambassador, proudly displaying the Farina crest and acclaimed "the most beautiful car of our time," is built to offer the utmost in luxury and performance . . . smooth high-compression power with Super Jetfire Engine or the custom option of the famous "Le Mans" Dual Jetfire. New Power Steering is available. Three transmission choices, including Automatic Overdrive and Dual-Range Hydra-Matic Drive.

There's None So New

A New-Type car, this Farina-styled Nash Rambler fills the modern need for a double-duty car. It's a smart family sedan that doubles as a hard-working, sturdy station wagon. Available in Station Wagon, Greenbrier and Suburban models. All Ramblers come equipped with Weather Eye Conditioned Air System and radio at *no extra cost.*

More people today are buying Nash cars than at any time in history. The *percentage* of car-buyers now preferring Nash is the highest in our fifty-one years.

Pictured here are the reasons why . . . cars that are setting a bright new trend in automotive design . . . the cars with Pinin Farina styling that have brought the "continental look" to America—*to stay!*

Here, too, are startling new engineering improvements—in performance, in economy, in visibility, in driving ease, in comfort. Many body styles are so advanced they are—in reality—*new kinds* of motor cars.

Each picture says in a thousand new ways—"There's None so New as Nash." Drive a new 1953 Nash Airflyte. You'll get a brand-new idea of how *fine* a car can be!

World's Safest, Most Rattle-free Convertible Sedan—thanks to Airflyte Construction. Exceptionally economical, Ramblers offer up to 30 miles to the gallon. The new continental spare tire is one of many custom "extras" included in the standard price.

New! The 1953 Nash Rambler "Country Club" with continental styling is a new motoring concept—the superlative luxury car in *compact* size. The Rambler's combination of brilliant performance, amazing economy, and feather-light handling set a new vogue in motoring. Dual-Range Hydra-Matic available.

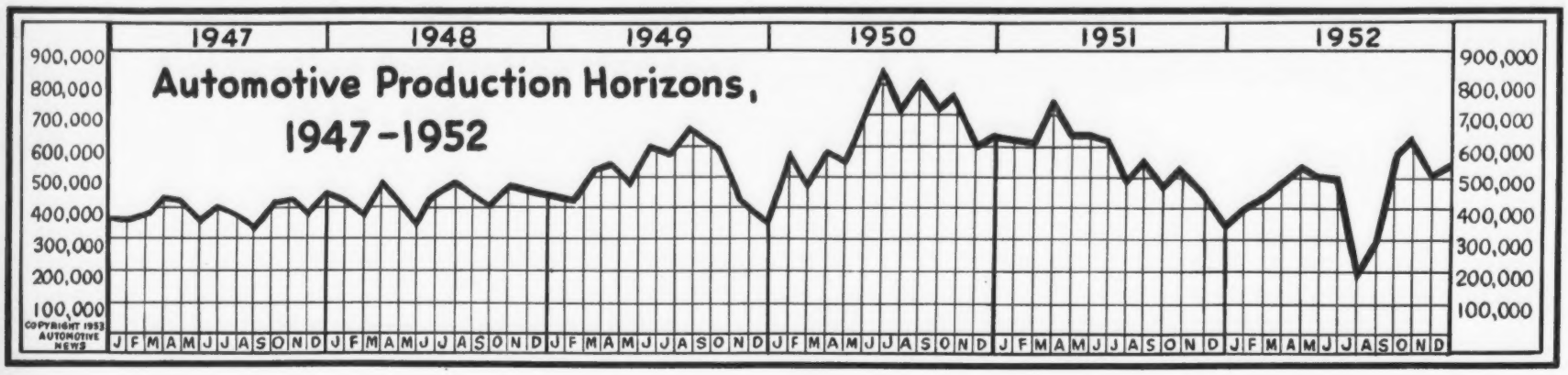
The New Nash Statesman with beautiful continental styling, meets the universal family need for sensational passenger and luggage space. The Statesman's new Powerflyte engine combines spectacular new performance with exceptional gasoline economy. Both this popular car and the Nash Ambassador offer Airliner Reclining Seats, Twin Bed arrangement and other exclusive travel features.

As Nash

The new "Country Club" models — America's most distinctive "hardtops" — are available in both Statesman (above) and Ambassador (below) series. Featuring interiors by Madame Helene Rother, they boast the widest seats, both front and rear, and the greatest eye-level visibility of any 1953 car. Like every Nash Airflyte, they offer the life-saving safety of double-rigid Airflyte Construction.

Spectacular new sports car and top contender in continental racing competition, the Nash-Healey topped all other American-powered entries for two straight years in the Le Mans "Grand Prix d'Endurance." Styled and custom built by Pinin Farina of Italy, it is powered by the Nash "Le Mans" Dual Jetfire engine, which is also available as a custom-power option in the Nash Ambassador. The Nash-Healey is available as convertible (right) or "hardtop" sports car.

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.



Automotive News Production Estimates, Makes and Years, 1937-1952

	CHRYSLER				GENERAL MOTORS					FORD			KAISER-FRAZER		NON-AFFILIATED							Grand Total
Year	Chrysler	DeSoto	Dodge†	Plymouth†	Buick	Cadillac LaSalle	Chevrolet†	Oldsmobile	Pontiac	Ford†	Lincoln	Mercury	Frazer	Kaiser**	Crosley†	Hudson	Nash	Packard	Studebaker†	Willys†	Miscellaneous†	
1952*	120,678	97,558	422,390	474,836	321,048	96,851	1,210,100	228,452	277,156	1,014,284	31,992	195,261	...	75,292	1,694	76,348	152,141	62,989	220,160	168,216	313,394	5,560,840
1951*	162,916	120,412	488,360	621,013	404,695	103,272	1,544,216	285,634	343,795	1,218,115	25,387	238,854	...	99,118	5,598	93,327	160,859	76,075	274,384	125,022	355,924	6,746,976
1950*	164,697	126,664	454,418	569,871	552,827	110,535	2,015,158	396,757	467,655	1,532,920	35,485	334,081	10,217	136,694	8,181	143,006	189,543	72,098	318,468	86,958	155,092	8,002,433
1949*	141,241	105,846	444,746	574,447	398,482	81,545	1,493,501	282,885	333,955	1,085,783	33,132	203,339	6,461	51,534	9,707	142,462	142,592	104,593	291,875	82,847	239,015	6,249,988
1948*	118,937	93,591	412,687	375,803	275,504	66,209	1,165,678	194,755	253,469	850,856	43,688	154,702	59,193	122,123	32,637	143,697	118,621	98,898	234,004	137,332	323,908	5,276,292
1947*	109,415	80,427	394,729	353,689	267,830	59,436	1,031,338	191,418	223,015	849,497	29,275	124,612	72,025	72,465	26,182	103,780	113,315	52,273	191,451	119,473	327,994	4,793,639
1946*	77,075	62,431	285,581	239,824	156,080	28,444	667,250	114,674	131,538	572,116	13,477	70,946	...	...	5,008	94,312	98,769	42,102	120,763	77,988	15,405	2,873,783
1945*	367	947	42,189	2,265	2,482	1,142	94,815	3,498	5,606	92,589	569	2,848	...	...	...	5,047	6,148	2,977	1,309	1,824	4,321	270,943
1942*	6,028	4,196	11,863	25,184	16,402	2,874	45,180	11,753	14,358	32,307	1,276	4,426	...	...	1,029	6,476	5,500	5,771	8,834	1,944	476	205,877
1941	136,325	93,575	357,608	500,383	316,251	58,526	1,295,952	233,110	278,581	922,984	18,401	104,308	...	...	2,289	79,529	79,535	72,877	133,855	29,300	395,610	5,108,992
1940	123,311	88,680	297,829	549,832	311,403	41,704	1,130,518	216,255	239,402	805,960	27,378	93,472	...	...	422	87,900	64,256	76,927	124,272	26,578	384,090	4,692,338
1939	72,284	58,465	244,238	381,070	231,219	38,506	931,669	160,551	169,320	746,887	21,565	89,235	...	...	2,017	82,161	65,859	76,366	111,552	24,372	293,065	3,732,608
1938	49,936	38,076	169,632	313,106	180,456	28,285	694,188	96,671	104,795	561,554	19,722	18,682	...	...	...	56,280	32,017	50,260	52,605	24,083	165,429	2,655,777
1937	126,260	92,040	379,626	526,066	232,648	44,736	1,189,779	217,789	232,648	1,095,984	34,645	...	...	...	...	102,362	87,987	108,553	91,317	73,928	380,197	5,016,565

*U. S. production only. **Includes Henry J. †Includes trucks. (1945 totals include civilian truck output only.)

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1952 Cars — U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	TOTAL 1ST QUARTER	APRIL	MAY	JUNE	TOTAL 1ST HALF	JULY	AUGUST	SEPTEMBER	TOTAL NINE MONTHS	OCTOBER	NOVEMBER	DECEMBER	TOTAL 1952 OUTPUT
CHRYSLER CORP.	75,866	77,022	76,532	229,420	90,857	86,509	87,412	494,198	32,377	42,886	85,317	654,778	69,054	95,374	133,385	952,591
Chrysler	10,407	10,948	10,568	31,923	11,685	11,734	11,679	67,021	4,957	5,609	3,398	80,985	11,210	10,655	17,828	120,678
DeSoto	8,704	7,384	8,238	24,326	8,438	8,876	9,463	51,103	3,515	4,486	9,473	68,577	5,705	10,369	12,907	97,558
Dodge	21,991	20,681	18,920	61,592	24,726	22,441	23,253	132,012	8,820	11,482	20,003	172,317	21,574	27,893	37,735	259,519
Plymouth	34,764	38,009	38,806	111,579	46,008	43,458	43,017	244,062	15,085	21,309	52,443	332,899	30,565	46,457	64,915	474,836
FORD MOTOR CO.	25,433	73,481	100,821	199,735	90,265	87,910	88,045	465,955	38,262	63,026	100,935	668,178	128,596	89,765	118,245	1,004,784
Ford	18,273	57,824	78,667	154,764	71,060	68,756	67,699	362,279	25,084	47,404	81,711	516,478	103,825	65,234	91,994	777,531
Lincoln	892	2,530	3,412	6,834	2,322	3,455	2,869	15,480	3,241	2,133	4,125	24,979	1,732	2,150	3,131	31,992
Mercury	6,268	13,127	18,742	38,137	16,883	15,699	17,477	88,196	9,937	13,489	15,099	126,721	23,039	22,381	23,120	195,261
GENERAL MOTORS	141,842	137,321	147,307	426,470	179,449	166,832	166,980	939,731	64,715	103,077	198,476	1,305,999	220,184	159,147	116,127	1,801,457
Buick	25,854	24,642	26,440	76,936	32,175	29,940	30,021	169,072	13,556	20,140	34,342	237,110	35,642	28,516	19,780	321,048
Cadillac	6,028	6,980	7,370	20,378	9,002	8,839	8,860	47,079	7,560	9,367	9,818	73,824	10,868	6,024	6,135	96,851
Chevrolet	69,951	67,861	72,388	210,200	88,263	81,696	81,793	461,952	21,932	42,316	100,241	626,441	114,134	90,506	46,869	877,950
Oldsmobile	18,191	17,265	18,803	54,259	22,771	21,101	21,048	119,179	9,283	14,228	24,536	167,226	26,696	19,425	15,105	228,452
Pontiac	21,818	20,573	22,306	64,697	27,238	25,256	25,258	142,449	12,384	17,026	29,539	201,398	32,844	14,676	28,238	277,156
KAISER-FRAZER	4,131	5,248	5,440	14,819	5,675	5,620	5,760	31,874	6,222	6,184	6,966	51,246	8,612	7,342	8,092	75,292
Frazer	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser	4,131	5,248	5,440	14,819	5,675	5,620	5,760	31,874	6,222	6,184	6,966	51,246	8,612	7,342	8,092	75,292
CROSLEY	229	263	245	737	259	263	232	1,491	.....	.....	.....	1,491	.....	.....	.....	1,491
HUDSON	7,032	6,797	8,732	22,561	6,984	5,460	6,171	41,176	7,069	5,986	6,740	60,971	3,710	5,121	6,546	76,348
NASH	3,332	7,508	12,550	23,390	15,493	17,088	17,456	73,427	3,920	6,903	17,543	101,793	18,875	16,884	14,589	152,141
PACKARD	3,768	5,682	5,994	15,444	6,290	5,985	5,569	33,288	2,348	2,825	5,786	44,247	4,393	5,129	9,220	62,989
STUDEBAKER	20,444	13,172	13,921	47,537	14,694	13,830	13,164	89,225	2,901	4,634	14,261	111,021	21,132	20,254	9,098	161,505
WILLYS	2,845	4,445	5,000	12,290	4,541	4,199	3,803	24,833	1,748	2,455	4,606	33,642	5,340	4,677	5,186	48,845
Total, U. S. Only	284,922	330,939	376,542	992,403	414,507	393,696	394,592	2,195,198	159,562	237,976	440,630	3,033,366	479,896	403,693	420,488	4,337,443

—Automotive News estimates.

1952 Trucks — U. S. Production Totals, Makes and Months

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	FIRST HALF TOTAL	JULY	AUGUST	SEP-TEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	GRAND TOTAL, 1952
CHEVROLET	27,396	25,835	28,422	81,653	30,933	29,238	29,072	170,896	4,535	13,966	25,038	224,435	39,210	35,323	33,182	332,150
CROSLEY	24	32	44	100	53	27	23	203	.....	.....	.....	203	.....	.....	.....	203
DIAMOND T	576	764	668	2,008	780	422	662	3,872	785	679	662	5,998	630	648	77	7,997
DIVCO	326	292	278	896	299	304	272	1,771	155	93	225	2,244	255	134	249	2,882
DODGE	15,633	12,592	13,868	42,093	14,275	14,764	14,596	85,728	7,283	9,093	16,031	118,135	18,518	13,874	12,344	162,871
FEDERAL	159	181	143	483	168	86	120	857	149	120	129	1,255	135	147	123	1,660
FORD	16,045	18,921	22,124	57,090	21,193	20,318	20,271	118,872	10,467	6,272	19,078	154,689	29,827	22,727	29,510	236,753
GMC	9,507	9,323	10,323	29,153	10,757	10,685	10,730	61,325	1,430	7,049	13,185	82,989	13,279	11,186	12,306	119,760
INTERNATIONAL	15,524	14,737	13,997	44,258	12,767	11,571	9,734	78,330	161	9,365	9,600	97,456	9,067	9,626	9,919	126,068
MACK	1,085	1,050	1,141	3,276	935	919	822	5,952	332	615	773	7,672	1,043	702	1,217	10,634
REO	1,639	1,473	1,564	4,676	1,681	1,483	1,437	9,277	1,214	1,230	1,263	12,984	1,488	1,259	1,399	17,130
STUDEBAKER	5,696	5,118	5,662	16,476	5,389	5,319	5,231	32,415	1,087	3,296	5,198	41,996	6,083	4,800	5,776	58,655
WHITE	1,336	1,216	1,250	3,802	1,390	1,001	639	6,832	795	652	943	9,222	932	919	1,080	12,153
WILLYS	9,133	8,919	10,041	28,093	11,141	10,300	10,450	59,984	5,787	6,518	11,357	83,646	13,828	10,995	10,902	119,371
MISCELLANEOUS	1,440	1,277	1,268	3,985	1,324	1,284	1,211	7,804	1,023	881	1,273	10,981	1,511	1,221	1,397	15,110
TOTAL, U. S.	105,519	101,730	110,793	318,042	113,085	107,721	105,270	644,118	35,203	59,829	114,755	853,905	135,806	113,561	120,125	1,223,397

—Automotive News' estimates.

Studebaker

again revolutionizes automobile styling

NEW 1953 STUDEBAKER

The new American car with the European look!

SINCE 1852

BRIGHT BEGINNING OF A SECOND CENTURY OF STUDEBAKER PROGRESS ON THE ROADWAYS OF THE WORLD

1951 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHRYSLER CORP.	89,344	112,050	128,825	330,219	125,477	127,413	134,382	717,491	85,260	104,882	76,678	984,311	92,854	83,919	63,947	1,225,031
Chrysler	9,439	15,471	18,424	43,334	15,517	18,643	17,706	95,200	11,508	13,046	11,019	130,773	12,218	11,876	8,049	162,916
DeSoto	5,430	9,554	10,305	25,289	11,741	14,471	13,403	64,904	9,782	11,878	8,146	94,710	9,063	9,737	6,902	120,412
Dodge	21,504	30,312	36,126	87,942	35,420	31,677	35,822	190,861	20,145	28,018	19,095	258,119	24,005	22,104	16,462	320,690
Plymouth	52,971	56,713	63,970	173,654	62,799	62,622	67,451	366,526	43,825	51,940	38,418	500,709	47,568	40,202	32,534	621,013
FORD MOTOR CO.	116,823	107,777	131,772	356,372	110,389	107,928	98,779	673,468	87,122	94,325	74,753	929,668	93,638	86,648	55,147	1,165,101
Ford	90,503	83,398	104,463	278,364	84,339	83,149	76,564	522,416	67,138	73,598	56,216	719,368	70,663	64,296	46,533	900,860
Lincoln	3,315	1,979	2,724	8,018	2,549	2,492	2,327	15,386	2,200	2,582	1,943	22,111	2,390	28	858	25,387
Mercury	23,005	22,400	24,585	69,990	23,501	22,287	19,888	135,666	17,784	18,145	16,594	188,189	20,585	22,324	7,756	238,854
GENERAL MOTORS	210,689	212,803	249,962	673,454	199,175	208,437	206,174	1,287,240	176,028	175,526	161,764	1,800,558	176,229	154,076	124,634	2,255,497
Buick	35,841	42,224	42,986	121,051	35,986	37,587	37,097	231,721	30,067	31,320	30,053	323,161	33,024	27,549	20,961	404,695
Cadillac	10,300	9,330	10,054	29,684	8,609	8,987	8,858	56,138	8,577	9,364	7,763	81,842	8,770	7,574	5,086	103,272
Chevrolet	109,761	101,340	123,699	334,800	98,798	103,482	102,534	639,614	90,729	84,385	78,188	892,916	84,741	75,595	64,849	1,118,101
Oldsmobile	20,597	28,466	36,120	85,183	25,398	26,401	26,339	163,321	21,640	22,860	20,213	228,034	23,540	19,923	14,137	285,634
Pontiac	34,190	31,443	37,103	102,736	30,384	31,980	31,346	196,446	25,015	27,597	25,547	274,605	26,154	23,435	19,601	343,795
KAISER-FRAZER	14,309	14,618	19,999	48,926	11,983	5,372	4,045	70,326	5,124	5,679	4,612	85,741	5,436	4,878	3,063	99,118
Frazer	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser	14,309	14,618	19,999	48,926	11,983	5,372	4,045	70,326	5,124	5,679	4,612	85,741	5,436	4,878	3,063	99,118
CROSLEY	977	795	725	2,497	402	182	198	3,279	240	313	252	4,084	314	233	159	4,790
HUDSON	19,785	16,690	18,814	55,289	11,473	5,269	1,208	73,239	1,308	3,065	3,447	81,059	6,952	789	4,527	93,327
NASH	10,769	11,746	19,835	42,350	16,684	17,077	15,172	91,283	5,592	16,235	13,799	126,909	12,409	9,847	11,694	160,859
PACKARD	7,432	8,604	9,260	25,296	7,382	6,879	6,433	45,990	3,975	5,714	4,454	60,133	4,570	7,031	4,341	76,075
STUDEBAKER	26,779	19,064	25,205	71,048	19,959	19,922	16,455	127,384	15,920	19,198	15,881	178,383	19,552	10,085	14,550	222,570
WILLYS-OVERLAND	3,652	2,978	3,103	9,733	3,329	2,389	1,306	16,757	1,050	1,765	1,786	21,358	1,917	2,176	2,775	28,226
TOTAL CARS, U. S.	500,559	507,125	607,500	1,615,184	506,253	500,868	484,152	3,106,457	381,619	426,702	357,426	4,272,204	413,871	359,682	284,837	5,330,594

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1951 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	41,244	33,258	43,031	117,533	44,045	46,052	43,575	251,205	37,242	32,610	27,800	348,857	29,290	26,716	21,252	426,115
CROSLEY	76	82	81	239	53	55	31	378	50	53	77	558	64	85	51	758
DIAMOND T	858	888	745	2,491	680	603	586	4,360	575	563	542	6,040	588	517	562	7,707
DIVCO	480	341	391	1,212	369	412	438	2,431	321	407	319	3,478	381	238	277	4,374
DODGE	11,170	14,620	14,052	39,842	14,825	15,592	16,926	87,185	13,717	14,810	12,326	128,038	12,563	14,702	12,367	167,670
FEDERAL	198	137	189	524	200	186	265	1,175	305	306	201	1,987	254	181	202	2,624
FORD	27,408	24,121	34,145	85,674	32,599	32,643	30,567	181,483	25,097	27,878	25,354	259,812	21,250	20,453	15,740	317,255
GMC	12,177	10,819	12,680	35,676	11,153	12,317	11,164	70,310	9,007	9,850	9,681	98,848	10,663	9,618	8,943	128,072
INTERNATIONAL	16,772	14,475	16,578	47,825	12,805	13,941	12,767	87,338	12,456	14,623	12,161	126,578	11,000	4,916	8,945	151,439
MACK	1,586	1,302	1,403	4,291	1,233	1,525	1,300	8,349	1,255	1,130	807	11,541	779	950	872	14,142
REO	1,408	1,378	1,149	3,935	1,616	1,399	1,051	8,001	1,123	1,096	287	10,507	1,640	1,372	1,329	14,848
STUDEBAKER	3,964	3,246	3,872	11,082	4,150	4,448	4,187	23,867	4,574	5,119	4,594	38,154	5,870	3,509	4,281	51,814
WHITE	1,456	1,413	1,660	4,529	1,607	1,521	1,258	8,915	847	1,214	1,168	12,144	1,586	1,684	1,360	16,774
WILLYS-OVERLAND	6,403	6,003	8,003	20,409	8,266	8,419	7,548	44,642	6,027	11,172	9,480	71,321	9,705	8,280	7,490	96,796
MISCELLANEOUS	1,196	1,054	1,489	3,739	1,482	1,430	1,500	8,151	1,206	1,647	1,280	12,284	1,498	1,184	1,028	15,994
TOTAL TRUCKS, U. S.	126,396	113,137	139,468	379,001	135,083	140,543	133,163	787,790	113,802	122,478	106,077	1,130,147	107,131	94,405	84,699	1,416,382

1950 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHRYSLER CORP.	100,750	.....	.....	100,750	.....	109,312	157,507	367,569	145,956	159,752	147,872	821,149	164,220	145,412	57,379	1,188,160
Chrysler	14,922	.....	.....	14,922	.....	17,091	20,903	52,916	19,185	18,890	20,936	111,927	22,934	18,526	11,310	164,697
DeSoto	10,964	.....	.....	10,964	.....	12,835	16,264	40,063	15,303	14,073	15,437	84,876	17,276	15,811	8,701	126,664
Dodge	28,235	.....	.....	28,235	.....	30,325	44,223	102,783	40,245	46,187	37,893	227,108	44,952	38,646	16,222	326,928
Plymouth	46,629	.....	.....	46,629	.....	49,061	76,117	171,807	71,223	80,602	73,606	397,238	79,058	73,429	21,146	569,871
FORD MOTOR CO.	114,356	116,604	139,966	370,926	135,731	144,905	154,981	806,543	126,384	150,451	141,037	1,224,415	151,876	70,464	109,931	1,556,686
Ford	88,793	90,563	109,143	288,499	103,648	109,637	118,256	620,040	99,485	114,778	111,015	945,318	121,527	40,399	79,876	1,187,120
Lincoln	2,687	2,338	3,490	8,515	2,893	3,217	3,061	17,686	2,875	3,445	2,587	26,593	2,617	2,699	3,576	35,485
Mercury	22,876	23,703	27,333	73,912	29,190	32,051	33,664	168,817	24,024	32,228	27,435	252,504	27,732	27,366	26,479	334,081
GENERAL MOTORS	220,851	210,760	258,683	690,294	249,566	243,119	313,913	1,496,892	263,635	299,501	245,775	2,305,803	268,376	215,964	258,214	3,048,357
Buick	38,184	36,064	48,616	122,864	46,533	46,734	54,164	270,295	47,254	54,157	44,176	415,882	45,399	48,037	43,509	552,827
Cadillac	3,719	5,061	9,162	17,942	7,620	9,452	11,307	46,321	11,642	13,335	10,341	81,639	11,761	10,068	7,067	110,535
Chevrolet	113,601	106,586	128,849	349,036	125,052	115,991	161,855	751,934	131,428	148,108	122,770	1,154,240	137,908	88,361	140,074	1,520,583
Oldsmobile	30,534	29,845	32,997	93,376	32,140	32,116	39,567	197,199	33,066	37,905	31,150	299,320	32,305	35,959	29,173	396,757
Pontiac	34,813	33,204	39,059	107,076	38,221	38,826	47,020	231,143	40,245	45,996	37,338	354,722	41,003	33,539	38,391	467,655
KAISER-FRAZER	3,703	.....	4,292	7,995	6,359	13,165	17,895	45,414	9,707	20,823	21,597	97,541	21,806	15,992	11,572	146,911
Frazer	3	.....	4,256	4,259	3,984	1,682	41	9,966	.....	53	93	10,112	88	17	.....	10,217
Kaiser	3,700	.....	36	3,736	2,375	11,483	17,854	35,448	9,707	20,770	21,504	87,429	21,718	15,975	11,572	136,694
CROSLEY	408	487	617	1,512	608	540	562	3,222	562	738	676	5,198	937	857	560	7,552
HUDSON	11,464	10,284	12,851	34,599	11,516	11,868	17,008	74,991	14,466	9,654	3,949	103,060	11,407	13,038	15,501	143,006
NASH	14,732	15,048	19,021	48,801	18,902	20,393	19,281	107,377	16,296	6,048	14,273	143,994	17,531	12,433	15,585	189,543
PACKARD	5,028	5,923	5,930	16,881	5,880	6,305	2,893	31,959	93	1,860	8,653	42,565	11,326	7,920	10,287	72,098
STUDEBAKER	23,743	21,750	25,732	71,225	22,468	26,619	28,845	149,157	19,721	29,311	22,411	220,600	8,326	18,177	21,042	268,145
WILLYS	121	122	2,747	2,990	4,260	4,650	4,458	16,358	4,185	3,716	3,520	27,779	3,566	3,605	3,102	38,052
TOTAL CARS U. S.	495,156	380,978	469,839	1,345,973	455,290	580,876	717,343	3,099,482	601,005	681,854	609,763	4,992,104	659,371	503,862	503,173	6,658,510

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1950 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	36,250	35,349	43,266	114,865	41,793	44,977	49,278	250,913	41,585	45,799	38,864	377,161	41,905	30,673	44,836	494,575
CROSLEY	36	30	35	101	27	33	38	199	28	57	103	387	64	46	72	569
DIVCO	329	360	365	1,054	350	420	356	2,180	217	582	468	3,547	440	406	414	4,807
DODGE	8,733	.....	.....	8,733	.....	10,252	16,192	35,177	15,212	17,411	13,401	81,201	15,993	13,631	16,665	127,490
FEDERAL	110	111	121	342	182	180	156	860	121	110	245	1,336	188	80	303	1,907
FORD	26,477	29,077	33,001	88,555	28,768	32,906	33,632	183,861	24,104	36,500	28,956	273,421	28,362	19,911	24,106	345,800
GMC	8,603	9,027	11,161	28,791	8,925	8,947	9,211	55,874	7,508	9,655	8,207	81,244	9,700	9,675	9,909	110,528
INTERNATIONAL	6,542	8,835	9,961	25,338	10,362	12,036	13,232	60,968	10,550	11,137	314	82,969	47	8,485	14,917	106,418
MACK	1,024	897	999	2,920	840	858	520	5,138	1,022	1,085	917	8,162	1,159	1,480	1,709	12,510
REO	206	240	311	757	238	377	604	1,976	786	1,404	1,077	5,243	1,614	1,085	1,426	9,368
STUDEBAKER	4,476	4,088	5,032	13,596	4,251	4,229	4,760	26,836	3,096	4,744	3,456	38,132	3,780	4,078	4,333	50,323
WHITE	868	895	1,198	2,961	1,103	1,238	1,330	6,632	1,054	1,244	1,425	10,355	1,638	1,138	1,507	14,638
WILLYS	2,736	84	3,575	6,395	4,866	4,029	4,284	19,574	3,867	4,469	4,750	32,660	5,107	5,289	5,850	48,906
MISCELLANEOUS	1,295	1,194	1,336	3,825	1,267	1,178	1,292	7,562	1,298	1,408	1,285	11,553	1,421	1,526	1,584	16,084
TOTAL TRUCKS, U. S.	97,685	90,187	110,361	298,233	102.972	121,660	134,885	657,750	110,548	135,605	103,468	1,007,371	111,418	97,503	127,631	1,343,923

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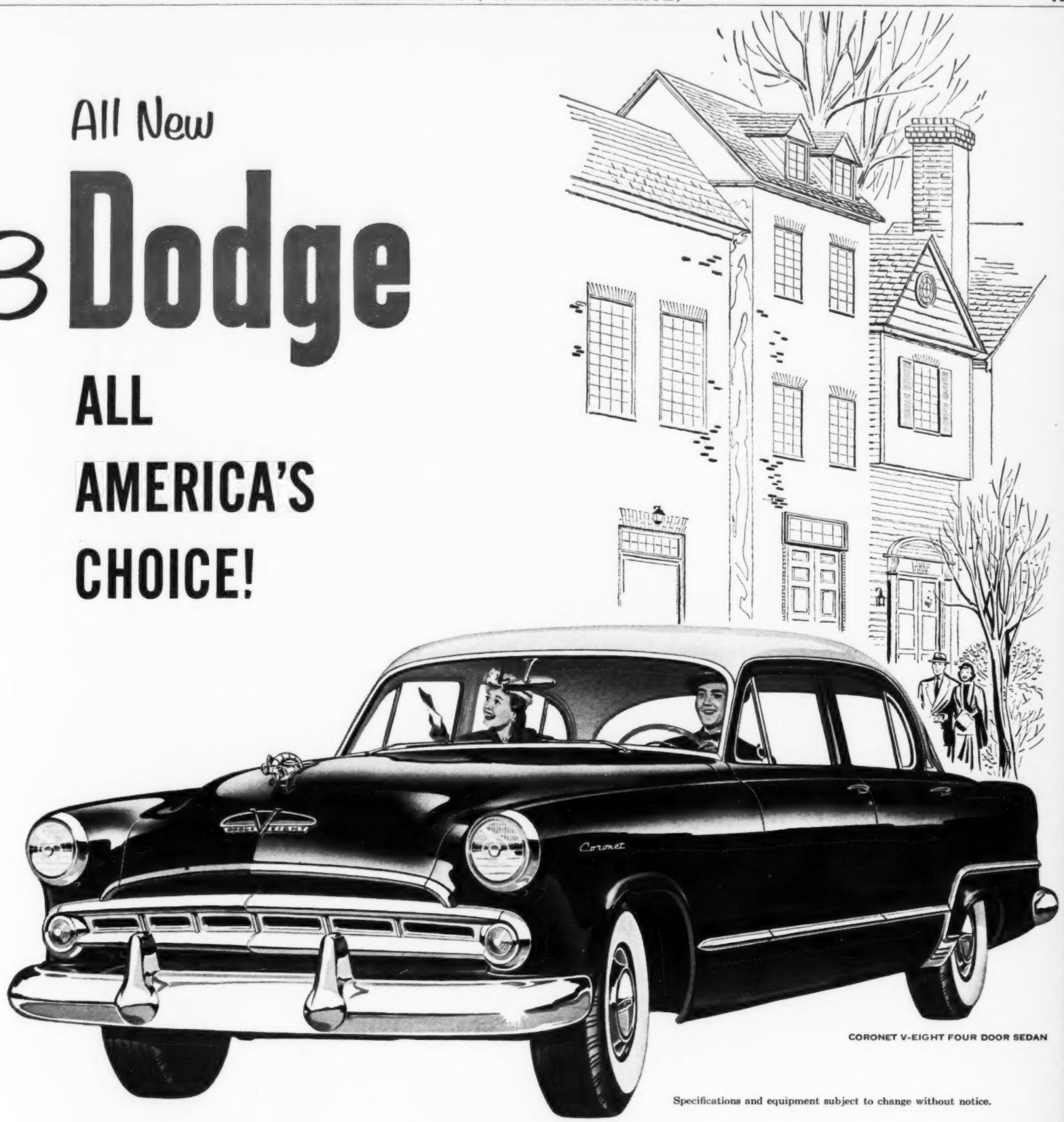
'53 Dodge

ALL AMERICA'S CHOICE!



CORONET V-EIGHT FOUR DOOR SEDAN

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ACTION-STYLED MODELS

The '53 Dodge line includes 10 striking models covering a wide selection of styles and color combinations for every purse and purpose.

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New 140-horsepower Red Ram V-Eight is the most efficient engine design in America. "Get-Away" Six gives dependable performance.

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Dodge for '53 offers widest choice of drives available—highlighted by new power-plus Gyro-Torque Drive, with amazing "Scat" gear.

ACTION-BUILT LINES

Dodge Meadowbrooks are priced below many models in the light-car field. Coronet V-8's and 6's offer big-car class at practical prices.

3-WAY PROFIT OPPORTUNITY

Only Dodge dealers get three profits from a single sales agreement. Dodge cars, Dodge "Job-Rated" trucks (sold only by Dodge dealers) and popular Plymouth cars make this triple-profit opportunity the envy of the automobile "trade."

A limited number of Dodge Triple-Profit Opportunities are available at this time. Write today for full details.

DODGE DIVISION, Chrysler Corporation, Detroit 31, Michigan

"Road Test Ride" proves Dodge "The Action Car for Active Americans!"

Car and Truck Production . . .

Percentage of Year's Total Output for Each Month, 1940-1952

Passenger Car Production, U.S. Only

	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	284,922	6.57	500,559	9.39	495,156	7.44	330,731	6.46	317,674	8.12	248,657	6.99	58,575	2.72	403,397	10.96	348,602	9.66	332,030	7.59
February	330,939	7.63	507,125	9.51	380,978	5.72	328,473	6.42	274,499	7.02	264,335	7.44	47,965	2.23	388,203	10.55	326,044	9.03	316,507	7.28
March	376,542	8.68	607,500	11.40	469,839	7.06	404,836	7.92	351,126	8.98	301,853	8.48	91,145	4.23	404,528	10.99	345,211	9.57	372,509	8.59
April	414,507	9.56	506,253	9.50	455,290	6.84	433,095	8.46	305,367	7.80	314,175	8.84	150,206	6.97	367,745	9.99	353,706	9.80	366,705	8.64
May	393,696	9.08	500,868	9.40	580,876	8.72	394,799	7.71	225,162	5.76	285,642	8.03	152,948	7.09	412,773	11.21	317,409	8.79	362,686	8.42
June	394,592	9.10	484,152	9.08	717,343	10.77	496,863	9.71	315,111	8.06	307,028	8.64	144,313	6.69	412,360	11.20	279,960	7.76	394,636	9.00
July	159,562	3.68	381,619	7.16	601,005	9.03	486,220	9.50	359,755	9.20	281,418	7.92	220,321	10.22	340,026	9.23	170,855	4.75	333,420	7.85
August	237,976	5.49	426,702	8.00	681,854	10.24	560,104	10.94	345,121	8.82	255,224	7.18	241,502	11.20	78,193	2.12	46,119	1.28	319,199	7.25
September	440,630	10.16	357,426	6.71	609,763	9.16	534,500	10.44	299,515	7.66	311,185	8.75	239,940	11.13	162,583	4.42	219,835	6.09	352,820	8.28
October	479,896	11.06	413,871	7.76	659,371	9.90	488,779	9.55	376,801	9.63	316,070	8.89	285,562	13.25	287,227	7.80	411,603	11.40	413,242	9.92
November	403,693	9.31	359,682	6.75	503,862	7.57	368,056	7.19	365,118	9.34	305,621	8.60	261,121	12.11	250,624	6.81	397,634	11.03	357,268	8.75
December	420,488	9.69	284,837	5.34	503,173	7.55	291,837	5.70	376,086	9.61	364,457	10.24	262,076	12.16	173,899	4.72	391,064	10.84	340,882	8.43
Total	4,337,443	100%	5,330,594	100%	6,658,510	100%	5,118,293	100%	3,911,335	100%	3,555,665	100%	2,155,674	100%	3,681,558	100%	3,608,042	100%	4,261,902	100%

Motor Truck Production, U.S. Only

	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	105,519	8.63	126,396	8.92	97,685	7.27	113,640	10.04	107,120	7.85	100,978	8.16	54,864	5.83	74,872	8.19	52,884	8.41	92,662	8.14
February	101,730	8.31	113,137	7.99	90,187	6.70	104,591	9.24	108,045	7.92	113,710	9.18	28,692	3.05	75,440	8.25	51,557	8.20	87,454	7.54
March	110,793	9.06	139,468	9.85	110,361	8.21	115,744	10.23	137,717	10.09	115,567	9.33	39,359	4.18	82,855	9.07	51,516	8.18	100,376	8.69
April	113,085	9.24	135,083	9.54	102,972	7.63	105,064	9.28	130,201	9.54	112,747	9.11	81,282	8.64	73,294	8.02	58,992	9.37	101,413	8.93
May	107,721	8.81	140,543	9.92	121,660	9.06	84,470	7.46	109,560	8.03	87,526	7.07	74,650	7.94	84,028	9.19	54,187	8.60	96,039	8.56
June	105,270	8.60	133,163	9.40	134,885	10.04	103,365	9.13	119,168	8.73	92,963	7.51	58,739	6.24	82,730	9.05	47,664	7.57	97,550	8.47
July	35,203	2.88	113,802	8.03	110,548	8.23	98,122	8.67	115,643	8.47	100,314	8.10	93,458	9.94	82,530	9.02	52,653	8.35	89,141	7.97
August	59,829	4.89	122,478	8.65	135,605	10.10	101,757	8.99	114,061	8.36	85,185	6.88	105,506	11.22	54,868	6.00	26,766	4.25	89,562	7.70
September	114,755	9.38	106,077	7.49	103,468	7.70	84,877	7.50	108,944	7.98	118,315	9.56	92,044	9.79	58,506	6.40	38,953	6.18	91,771	8.00
October	135,806	11.10	107,131	7.56	111,418	8.30	80,823	7.14	103,736	7.60	116,547	9.42	109,953	11.69	71,010	7.77	58,306	9.25	99,414	8.87
November	113,561	9.28	94,405	6.67	97,503	7.26	69,377	6.13	107,535	7.88	91,326	7.38	100,552	10.69	80,711	8.83	65,197	10.34	91,130	8.27
December	120,125	9.82	84,699	5.98	127,631	9.50	69,865	6.19	103,227	7.55	102,796	8.30	101,484	10.79	93,406	10.21	71,192	11.30	97,158	8.86
Total	1,223,397	100%	1,416,382	100%	1,343,923	100%	1,131,695	100%	1,364,957	100%	1,237,974	100%	940,583	100%	914,250	100%	629,867	100%	1,133,670	100%

Combined Passenger Car and Truck Production, U. S. Only

	1952 Production	% of Total	1951 Production	% of Total	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	390,441	7.02	626,955	9.29	592,841	7.41	444,371	7.11	424,794	8.05	349,635	7.29	113,439	3.66	478,269	10.41	401,486	9.47	424,692	7.75
February	432,669	7.78	620,262	9.19	471,165	5.89	433,064	6.93	382,544	7.25	378,045	7.89	76,657	2.48	463,643	10.09	377,601	8.91	403,961	7.37
March	487,335	8.76	746,968	11.07	580,200	7.25	520,580	8.33	488,843	9.27	417,420	8.72	130,504	4.22	487,383	10.60	396,727	9.36	472,881	8.62
April	527,592	9.49	641,336	9.51	558,262	6.98	538,159	8.61	435,568	8.26	426,922	8.91	231,488	7.48	441,039	9.59	412,698	9.74	468,118	8.73
May	501,417	9.02	641,411	9.51	702,536	8.78	479,269	7.67	334,722	6.34	373,168	7.79	227,598	7.35	496,801	10.81	371,596	8.77	458,724	8.45
June	499,862	8.99	617,315	9.15	852,228	10.65	600,228	9.60	434,279	8.23	399,991	8.34	203,052	6.56	495,090	10.77	327,624	7.73	492,185	8.89
July	194,765	3.50	495,421	7.34	711,553	8.89	584,342	9.35	475,398	9.01	381,732	7.96	313,779	10.13	422,556	9.20	223,508	5.28	422,562	7.85
August	297,805	5.36	549,180	8.14	817,459	10.22	661,861	10.59	459,182	8.70	340,409	7.10	347,008	11.21	133,061	2.90	72,885	1.72	408,761	7.33
September	555,385	9.99	463,503	6.87	713,231	8.91	619,377	9.91	408,459	7.74	429,500	8.96	331,984	10.72	221,089	4.81	258,788	6.11	444,594	8.23
October	615,702	11.07	521,002	7.72	770,789	9.63	569,602	9.11	480,537	9.11	432,617	9.02	395,515	12.77	358,237	7.79	469,909	11.08	512,657	9.70
November	517,254	9.30	454,087	6.73	601,365	7.51	437,433	7.00	472,653	8.96	396,947	8.28	361,673	11.68	331,335	7.21	462,831	10.92	448,398	8.62
December	540,613	9.72	369,536	5.48	630,804	7.88	361,702	5.79	479,313	9.08	467,253	9.74	363,560	11.74	267,305	5.82	462,256	10.91	438,038	8.46
Total	5,560,840	100%	6,746,976	100%	8,002,433	100%	6,249,988	100%	5,276,292	100%	4,793,639	100%	3,096,257	100%	4,595,808	100%	4,237,909	100%	5,395,571	100%

1949 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Total 1949
CHRYSLER CORP.	80,406	42,949	75,150	198,505	92,566	88,944	111,964	491,979	111,925	132,191	131,118	867,213	126,719	62,716	59,319	1,115,967
Chrysler	12,196	5,273	8,878	26,347	12,188	10,991	14,318	63,844	15,674	16,414	18,611	114,543	17,108	2,322	7,268	141,241
DeSoto	8,412	4,971	6,916	20,299	9,927	8,693	11,607	50,526	10,982	11,217	12,822	85,547	11,998	2,287	6,014	105,846
Dodge	21,942	11,214	11,609	44,765	20,714	21,408	31,248	118,135	33,921	40,943	39,363	232,362	38,227	7,033	16,811	294,433
Plymouth	37,856	21,491	47,747	107,094	49,737	47,852	54,791	259,474	51,348	63,617	60,322	434,761	59,386	51,074	29,226	574,447
FORD MOTOR CO.	85,352	81,767	92,538	259,657	90,231	32,295	87,769	469,952	104,224	120,849	111,579	806,604	100,608	77,232	93,197	1,077,641
Ford	67,866	64,241	73,616	205,723	70,055	25,382	68,286	369,446	79,066	91,611	86,902	627,025	79,097	62,146	72,902	841,170
Lincoln	3,729	3,902	2,449	10,080	2,578	534	3,260	16,452	3,926	4,399	3,798	28,575	2,993	804	760	33,132
Mercury	13,757	13,624	16,473	43,854	17,598	6,379	16,223	84,054	21,232	24,839	20,879	151,004	18,518	14,282	19,535	203,339
GENERAL MOTORS	99,858	144,837	172,195	416,890	196,963	213,537	222,381	1,049,771	211,121	243,729	222,258	1,726,879	199,936	177,541	102,469	2,206,825
Buick	32,366	27,603	31,355	91,324	35,518	36,693	36,891	200,426	33,701	40,106	37,856	312,089	32,110	26,034	28,249	398,482
Cadillac	6,827	6,480	7,426	20,733	7,614	7,787	8,145	44,279	7,282	8,247	7,867	67,675	7,076	6,398	396	81,545
Chevrolet	31,401	67,653	85,092	184,146	98,455	111,828	116,615	511,044	109,871	126,070	113,498	860,483	108,007	96,177	45,291	1,109,958
Oldsmobile	20,177	19,450	21,892	61,519	24,986	25,372	27,432	139,309	27,029	31,095	28,607	226,040	24,620	20,899	11,326	282,885
Pontiac	9,087	23,651	26,430	59,168	30,390	31,857	33,298	154,713	33,238	38,211	34,430	260,592	28,123	28,033	17,207	333,955
KAISER-FRAZER	7,294	2,784	3,441	13,519	5,356	9,599	9,282	37,756	6,225	5,196	4,555	53,732	4,263	.....	.....	57,995
Frazer	2,938	997	946	4,881	230	98	784	5,993	393	69	5	6,460	1	.....	.....	6,461
Kaiser	4,356	1,787	2,495	8,638	5,126	9,501	8,498	31,763	5,832	5,127	4,550	47,272	4,262	.....	.....	51,534
CROSLEY	794	1,366	1,565	3,725	470	620	737	5,552	715	822	345	7,434	482	630	396	8,942
HUDSON	17,948	15,054	14,460	47,462	14,480	11,176	11,337	84,455	9,671	11,885	10,442	116,453	7,179	9,824	9,006	142,462
NASH	13,383	12,111	14,991	40,485	8,671	10,890	16,864	76,910	13,434	7,779	11,362	109,485	15,530	11,052	6,525	142,592
PACKARD	9,003	10,930	10,156	30,089	4,126	4,655	11,367	50,237	10,786	15,040	13,591	89,654	7,110	5,060	2,769	104,593
STUDEBAKER	13,375	14,286	18,975	46,636	18,464	20,121	20,996	106,217	14,694	19,586	26,009	166,506	23,340	22,494	16,062	228,402
WILLYS	3,318	2,389	1,365	7,072	1,768	2,962	4,166	15,968	3,425	3,027	3,241	25,661	3,612	1,507	2,094	32,874
TOTAL CARS, U. S.	330,731	328,473	404,836	1,064,040	433,095	394,799	496,863	2,388,797	486,220	560,104	534,500	3,969,621	488,779	368,056	291,837	5,118,293

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1949 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Total 1949
CHEVROLET	37,856	35,922	40,831	114,609	36,571	34,721	34,851	220,752	29,233	31,939	29,524	311,448	27,588	21,579	22,928	383,543
CROSLEY	36	45	41	122	33	23	35	213	15	24	20	272	30	39	34	375
DIVCO	239	295	305	839	317	381	372	1,909	206	360	328	2,803	357	203	269	3,632
DODGE	17,549	15,068	16,289	48,906	12,557	12,181	11,693	85,337	10,961	11,903	11,494	119,695	11,221	9,206	10,191	150,313
FEDERAL	130	157	108	395	134	142	82	753	135	199	130	1,217	133	147	152	1,649
FORD	18,490	16,335	22,189	57,014	21,270	8,677	18,962	105,923	26,645	28,360	25,927	186,855	21,374	17,360	19,024	244,613
GMC	8,716	7,949	7,977	24,642	8,923	7,355	7,905	48,825	6,964	6,982	5,874	68,645	6,006	4,606	4,583	83,840
INTERNATIONAL	13,736	12,043	13,327	39,106	10,849	8,958	15,661	74,574	13,099	10,507	693	98,873	2,252	5,660	3,787	110,572
MACK	485	623	697	1,805	548	528	559	3,440	643	695	648	5,426	849	850	905	8,030
REO	299	407	330	1,036	326	224	287	1,873	256	389	383	2,901	258	207	234	3,600
STUDEBAKER	6,588	6,819	6,731	20,138	6,027	6,084	6,368	38,617	4,328	4,825	4,428	52,198	4,343	4,096	2,836	63,473
WHITE	921	813	897	2,631	746	517	710	4,604	279	771	605	6,259	790	865	793	8,707
WILLYS	6,581	6,084	4,192	16,857	5,440	3,187	4,292	29,776	3,760	2,915	3,201	39,652	4,101	3,195	3,025	49,973
MISCELLANEOUS	2,014	2,031	1,830	5,875	1,323	1,492	1,588	10,278	1,598	1,888	1,622	15,386	1,521	1,364	1,104	19,375
TOTAL TRUCKS, U. S.	113,640	104,591	15,744	333,975	105,064	84,470	103,365	626,874	98,122	101,757	84,877	911,630	80,823	69,337	69,865	1,131,695

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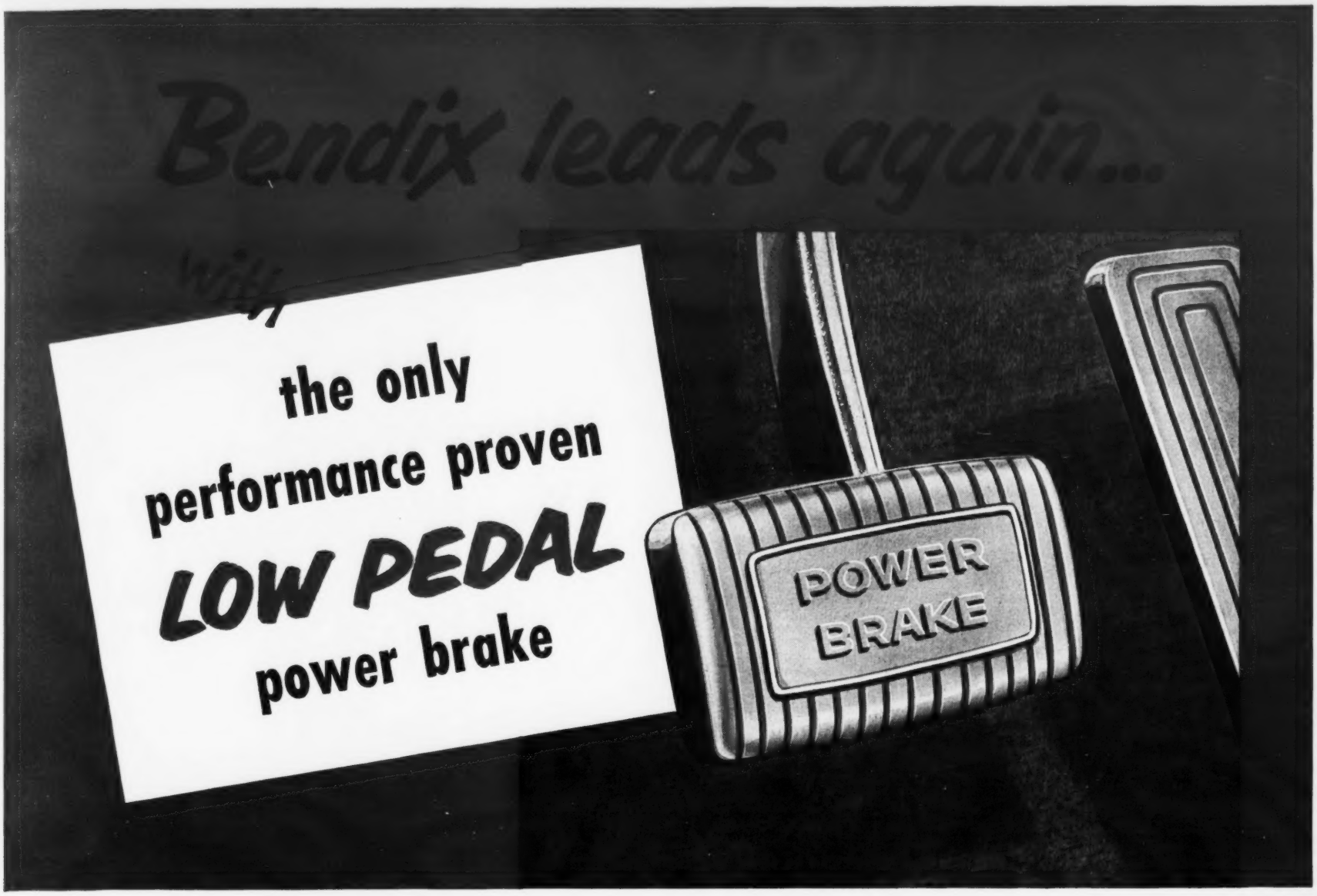

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MOST TRUSTED NAME IN BRAKING

Factory Sales and Wholesale Value—U. S. Plants

	PASSENGER CARS Number	PASSENGER CARS Value‡	MOTOR TRUCKS & BUSES Number†	MOTOR TRUCKS & BUSES Value‡	TOTAL Number	TOTAL Value
1900	4,192	$ 4,899,443	.....	$	4,192	$ 4,899,443
1901	7,000	8,183,000	.....	.....	7,000	8,183,000
1902	9,000	10,395,000	.....	.....	9,000	10,395,000
1903	11,235	13,000,000	.....	.....	11,235	13,000,000
1904	22,130	23,357,692	700	1,272,747	22,830	24,630,439
1905	24,250	38,670,000	750	1,330,000	25,000	40,000,000
1906	33,200	61,460,000	800	1,440,000	34,000	62,900,000
1907	43,000	91,620,000	1,000	1,780,000	44,000	93,400,000
1908	63,500	135,250,000	1,500	2,550,000	65,000	137,800,000
1909	123,990	159,765,721	3,297	5,333,683	127,287	165,099,404
1910	181,000	215,340,000	6,000	9,660,000	187,000	225,000,000
1911	199,319	225,000,000	10,681	21,000,000	210,000	246,000,000
1912	356,000	335,000,000	22,000	43,000,000	378,000	378,000,000
1913	461,500	399,902,000	23,500	44,000,000	485,000	443,902,000
1914	548,139	420,838,378	24,900	44,219,096	573,039	465,057,474
1915	895,930	575,978,000	74,000	125,800,000	969,930	701,778,000
1916	1,525,578	921,378,000	92,130	161,000,000	1,617,708	1,082,378,000
1917	1,745,792	1,053,505,781	128,157	220,982,668	1,873,949	1,274,488,449
1918	943,436	801,937,925	227,250	434,168,992	1,170,686	1,236,106,917
1919	1,651,625	1,365,395,415	224,731	371,422,820	1,876,356	1,736,818,235
1920	1,905,560	1,809,170,963	321,789	423,249,410	2,227,349	2,232,420,373
1921	1,468,067	1,038,191,037	148,052	166,070,810	1,616,119	1,204,261,847
1922	2,274,185	1,494,513,991	269,991	226,049,658	2,544,176	1,720,563,649
1923	3,624,717	2,196,272,116	409,295	308,537,929	4,034,012	2,504,810,045
1924	3,185,881	1,970,096,559	416,659	318,580,580	3,602,540	2,288,677,139
1925	3,735,171	2,458,370,026	530,659	458,400,277	4,265,830	2,916,770,303
1926	3,783,987	2,640,064,519	516,947	452,123,435	4,300,934	3,092,187,954
1927	2,936,533	2,164,670,891	464,793	420,130,624	3,401,326	2,584,801,515
1928	3,815,417	2,576,489,623	543,342	437,132,258	4,358,759	3,013,621,881
1929	4,587,400	2,847,118,562	771,020	566,029,644	5,358,420	3,413,148,206
1930	2,784,745	1,645,398,523	571,241	389,436,690	3,355,986	2,034,835,213
1931	1,973,090	1,111,273,774	416,648	262,417,542	2,389,738	1,373,691,316
1932	1,135,491	618,291,168	235,187	136,193,336	1,370,678	754,484,504
1933	1,573,512	762,736,512	346,545	186,069,314	1,920,057	948,805,826
1934	2,177,919	1,147,116,195	575,192	320,143,667	2,753,111	1,467,259,862
1935	3,252,244	1,709,425,904	694,690	379,407,751	3,946,934	2,088,833,655
1936	3,669,528	2,015,646,217	784,587	462,820,474	4,454,115	2,478,466,691
1937	3,915,889	2,243,732,380	893,085	534,494,873	4,808,974	2,778,227,253
1938	2,000,985	1,236,802,411	488,100	334,147,530	2,489,085	1,570,949,941
1939	2,866,796	1,765,189,067	710,496	494,829,231	3,577,292	2,260,018,298
1940	3,717,385	2,370,654,083	754,901	567,820,414	4,472,286	2,938,474,497
1941	3,779,682	2,567,205,996	1,060,820	1,069,799,855	4,840,502	3,637,005,851
1942	222,862	163,813,559	818,662	1,427,456,801	1,041,524	1,591,270,360
1943	139	101,799	699,689	1,451,794,475	699,828	1,451,896,274
1944	610	446,704	737,524	1,700,928,939	738,134	1,701,375,643
1945	69,532	57,254,655	655,683	1,181,955,532	725,215	1,239,210,187
1946	2,148,699	1,979,781,084	940,866	1,043,247,276	3,089,565	3,023,028,360
1947	3,558,178	3,963,896,000	1,239,443	1,709,843,000	4,797,621	5,673,739,000
1948	3,909,270	4,853,402,000	1,376,274	1,858,210,000	5,285,544	6,711,612,000
1949	5,119,466	6,768,418,000	1,134,185	1,407,435,000	6,253,651	8,175,853,000
1950	6,665,863	8,633,272,000	1,337,193	1,747,480,000	8,003,056	10,380,752,000
1951	5,336,935	7,371,207,000	1,428,328	2,366,047,000	6,765,263	9,737,254,000
1952*	4,320,788	6,568,000,000	1,217,765	2,314,000,000	5,538,553	8,882,080,000
TOTALS	104,366,342	$87,608,899,673	24,351,047	$28,611,243,331	128,717,389	$116,220,143,004

*Preliminary estimate.
NOTES: Military vehicles included during war years.
Prior to 1940 station wagons, ambulances, funeral cars and some school buses built on passenger-car chassis are included with motor trucks. In 1940 and later years such vehicles built on passenger-car chassis are included with passenger cars, but the number of units involved was relatively small.
Federal excise taxes excluded in all years.
†A substantial part of the trucks reported comprises chassis only, without bodies; hence, the value of bodies for these chassis is not included.
‡Actual values of passenger-car factory sales for 1943 and 1944 are not available. Value figures shown are approximations based on the average value per unit in 1942. While production of passenger cars ended in February, 1942, some vehicles remained in factory stocks to be sold under rationing orders in 1942-45.

Source: Automobile Manufacturers' Association.

Annual Percentage Change in Production Of Cars and Trucks

(United States and Canada)

Year	Passenger Cars	Motor Trucks	Total	Year	Passenger Cars	Motor Trucks	Total
1920	15.0%	16.6%	15.1%	1934	39.5 %	67.2 %	44.5 %
1921	—19.7%	—52.3%	—24.4%	1935	49.1 %	22.2 %	43.6 %
1922	55.0%	81.0%	57.2%	1936	12.3 %	1.05%	12.1 %
1923	58.4%	53.9%	58.0%	1937	7.1 %	15.8 %	8.7 %
1924	—12.0%	1.8%	—10.6%	1938	—47.7 %	—44.0 %	—47.2 %
1925	17.2%	28.3%	18.5%	1939	40.0 %	42.8 %	40.6 %
1926	2.0%	—0.04%	1.8%	1940	27.8 %	17.5 %	25.7 %
1927	—21.9%	—10.7%	—20.5%	1941	.9 %	42.7 %	8.8 %
1928	30.1%	18.5%	28.5%	1946	—41.45%	2.88%	—32.63%
1929	19.5%	40.4%	22.2%	1947	64.94%	31.62%	54.82%
1930	—39.3%	—27.4%	—37.6%	1948	10.00%	10.26%	10.07%
1931	—29.9%	—27.6%	—29.6%	1949	30.86%	—17.09%	18.45%
1932	—41.8%	—43.5%	—42.1%	1950	30.20%	17.90%	27.97%
1933	37.2%	46.2%	38.7%	1951	19.94%	6.82%	—15.47%
				1952	19.04%	—14.74%	—18.13%

(—) means decrease.

(Compiled by Automobile Manufacturers Assn.)

Production Versus Registrations By Makes for 1952

Passenger Cars

	Total 1952 Production	Percent of Total Production	Percent of Production Registered	Total 1952 Registrations	Percent of Total 1952 Registrations
CHRYSLER	952,591	21.96	92.87	884,667	21.28
Chrysler	120,678	2.78	93.96	113,392	2.72
DeSoto	97,558	2.25	93.97	91,677	2.21
Dodge	259,519	5.98	94.97	246,464	5.93
Plymouth	474,836	10.95	91.22	433,134	10.42
FORD	1,004,784	23.17	94.30	947,474	22.79
Ford	777,531	17.93	94.21	732,481	17.62
Lincoln	31,992	.74	90.99	29,110	.70
Mercury	195,261	4.50	95.20	185,883	4.47
GENERAL MOTORS	1,801,457	41.53	96.35	1,735,694	41.73
Buick	321,048	7.40	96.81	310,806	7.47
Cadillac	96,851	2.23	90.66	87,806	2.12
Chevrolet	877,950	20.24	97.11	852,542	20.50
Oldsmobile	228,452	5.27	95.51	218,189	5.24
Pontiac	277,156	6.39	96.10	266,351	6.40
KAISER	*75,292	*1.74	*92.63	*69,740	*1.68
CROSLEY	1,491	.03	179.68	2,679	.06
HUDSON	76,348	1.76	102.83	78,509	1.89
NASH	152,141	3.51	93.68	142,520	3.43
PACKARD	62,989	1.45	105.33	66,346	1.60
STUDEBAKER	161,505	3.72	97.77	157,902	3.80
WILLYS	48,845	1.13	83.97	41,016	.99
TOTALS	4,337,443	100%	95.87	†4,158,394	100%

*Includes Henry J. †Includes Miscellaneous registration.

Commercial Cars

	Total 1952 Production	Percent of Total Production	Percent of Production Registered	Total 1952 Registrations	Percent of Total 1952 Registrations
CHEVROLET	332,150	27.15	81.97	272,249	33.52
CROSLEY	203	.02	119.70	243	.03
DIAMOND T	7,997	.65	42.77	3,420	.42
DIVCO	2,882	.24	95.49	2,752	.34
DODGE	162,871	13.31	62.71	102,129	12.58
FEDERAL	1,660	.14	50.66	841	.10
FORD	236,753	19.35	75.83	179,523	22.10
GMC	119,760	9.79	66.48	79,612	9.80
INTERNATIONAL	126,068	10.30	73.60	92,788	11.42
MACK	10,634	.87	67.12	7,138	.88
REO	17,130	1.40	19.81	3,393	.42
STUDEBAKER	58,655	4.79	49.42	28,985	3.57
WHITE	12,153	.99	89.34	10,858	1.34
WILLYS	119,371	9.76	17.05	20,356	2.51
MISCELLANEOUS	15,110	1.24	51.70	7,812	.96
TOTALS	1,223,397	100%	66.38	812,099	100%

Each Maker's Share of Output . . .

How They Fared in '52-'51

(U. S. Truck Production)

	Total Output 1952	Pct. of 1952 Total	Total Output 1951	Pct. of 1951 Total	Gain or Loss
CHEVROLET	332,150	27.1	426,115	30.1	—3.0
DIAMOND T	7,997	0.7	7,707	0.5	+0.2
DIVCO	2,882	0.2	4,374	0.3	—0.1
DODGE	162,871	13.3	167,670	11.8	+1.5
FEDERAL	1,660	0.1	2,624	0.2	—0.1
FORD	236,753	19.4	317,255	22.4	—3.0
GMC	119,760	9.8	128,072	9.1	+0.7
INTERNATIONAL	126,068	10.3	151,439	10.7	—0.4
MACK	10,634	0.9	14,142	1.0	—0.1
REO	17,130	1.4	14,848	1.0	+0.4
STUDEBAKER	58,655	4.8	51,814	3.7	+1.1
WHITE	12,153	1.0	16,774	1.2	—0.2
WILLYS-OVERLAND	119,371	9.8	96,796	6.8	+2.4
MISCELLANEOUS	15,313	1.2	16,752	1.2	....
TOTALS	1,223,397	100.0	1,416,382	100.0	

Each Maker's Share of Output . . .

How They Fared in '52-'51

(U. S. Car Production)

	Total Output 1952	Pct. of 1952 Total	Total Output 1951	Pct. of 1951 Total	% Gain or Loss
CHRYSLER	952,591	21.9	1,225,031	23.0	—1.1
Chrysler	120,678	2.8	162,916	3.1	—0.3
DeSoto	97,558	2.2	120,412	2.3	—0.1
Dodge	259,519	6.0	320,690	6.0	.....
Plymouth	474,836	10.9	621,013	11.6	—0.7
FORD	1,004,784	23.2	1,165,101	21.9	+1.3
Ford	777,531	17.9	900,860	16.9	+1.0
Lincoln	31,992	0.8	25,387	0.5	+0.3
Mercury	195,261	4.5	238,854	4.5	.....
GENERAL MOTORS	1,801,457	41.5	2,255,497	42.3	—0.8
Buick	321,048	7.4	404,695	7.6	—0.2
Cadillac	96,851	2.2	103,272	1.9	+0.3
Chevrolet	877,950	20.2	1,118,101	21.0	—0.8
Oldsmobile	228,452	5.3	285,634	5.4	—0.1
Pontiac	277,156	6.4	343,795	6.4	.....
TOTAL BIG THREE	3,758,832	86.6	4,645,629	87.2	—0.6
KAISER-FRAZER	75,292	1.7	99,118	1.9	—0.2
CROSLEY	1,491	0.1	4,790	0.1	.....
HUDSON	76,348	1.8	93,327	1.7	+0.1
NASH	152,141	3.5	160,859	3.0	+0.5
PACKARD	62,989	1.5	76,075	1.4	+0.1
STUDEBAKER	161,533	3.7	222,570	4.2	—0.5
WILLYS-OVERLAND	48,845	1.1	28,226	0.5	+0.6
TOTAL INDEPENDENTS	578,446	13.4	684,965	12.8	+0.6
Total Cars, U. S.	4,337,443	100.0	5,330,594	100.0	

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AMERICA'S LEADING FRANCHISE

CHEVROLET

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICH.

AMERICA'S LEADING DEALERS

Motor Vehicle Manufacture and Use, 1904-1952

	MOTOR VEHICLE PRODUCTION (FACTORY SALES)								MOTOR VEHICLE REGISTRATIONS				
	Passenger Cars		Motor Trucks		Total		Replacement Parts Wholesale Value, Domestic Market	Motor Dealers, Vehicle Number (Yr. End)				Vehicle Miles Traveled (000,000 omitted)	Special Motor User Taxes
	Number	Wholesale Value (000 omit'd)	Number**	Wholesale Value	Number	Wholesale Value			Passenger Cars	Motor Trucks	Total**		
1904	22,130	$ 23,357	700	$ 1,272,000	22,830	$ 24,630,000	.....	.....	54,500	700	55,290	.....	...
1909	123,990	159,765	3,297	5,333,000	127,287	165,099,000	.....	8,402	305,950	6,050	312,000	.....	...
1914	548,139	420,838	24,900	44,219,000	573,039	465,057,000	.....	17,353	1,664,003	99,015	1,763,018	.....	...
1919	1,651,625	1,365,395	224,731	371,422,000	1,876,356	1,736,818,000	.....	30,771	6,679,133	897,755	7,576,888	.....	...
1920	1,905,560	1,809,170	321,789	423,249,000	2,227,349	2,232,420,000	.....	.....	8,131,522	1,107,639	9,239,161	.....	...
1921	1,468,067	1,038,191	148,052	166,070,000	1,616,199	1,204,261,000	.....	.....	9,212,158	1,281,508	10,493,666	55,000	$ 275
1922	2,274,185	1,494,513	269,991	226,049,000	2,544,176	1,720,563,000	.....	.....	10,704,076	1,569,523	12,273,599	.....	331
1923	3,624,717	2,196,272	409,295	308,537,000	4,034,012	2,504,810,000	.....	.....	13,253,019	1,849,086	15,102,105	.....	440
1924	3,185,881	1,970,096	416,659	318,580,000	3,602,540	2,288,677,000	.....	46,072	15,436,102	2,176,838	17,612,940	.....	507
1925	3,735,171	2,458,370	530,659	458,400,000	4,254,830	2,916,770,000	.....	.....	17,439,701	2,483,215	19,940,724	.....	597
1926	3,783,987	2,640,064	516,947	452,123,000	4,300,934	3,092,187,000	.....	.....	19,220,885	2,807,354	22,052,559	141,000	622
1927	2,936,533	2,164,670	464,793	420,130,000	3,401,326	2,584,801,000	.....	.....	20,142,120	2,969,780	23,139,559	.....	676
1928	3,815,417	2,576,489	543,342	437,132,000	4,358,759	3,013,621,000	.....	51,471	21,308,159	3,171,542	24,511,683	.....	717
1929	4,587,500	2,847,118	771,020	566,029,000	5,358,420	3,413,148,000	.....	42,488	23,060,421	3,408,088	26,502,508	.....	849
1930	2,784,745	1,645,398	571,241	389,436,000	3,355,985	2,034,835,000	.....	48,658	22,972,745	3,518,747	26,531,999	.....	924
1931	1,973,090	1,111,273	416,648	262,417,000	2,389,738	1,373,691,000	.....	43,708	22,330,402	3,489,756	25,862,038	216,000	960
1932	1,135,491	618,291	235,187	136,193,000	1,370,678	754,484,000	.....	39,370	20,832,357	3,256,776	24,132,609	.....	990
1933	1,573,512	762,736	346,545	186,069,000	1,920,057	948,805,000	$ 234,000,000	35,265	20,586,284	3,245,505	23,876,707	.....	1,126
1934	2,177,919	1,147,116	575,192	320,143,000	2,753,111	1,467,259,000	300,000,000	37,238	21,472,078	3,430,396	24,954,004	.....	1,199
1935	3,252,244	1,709,425	694,690	379,407,000	3,946,934	2,088,833,000	373,000,000	41,201	22,494,884	3,675,865	26,229,743	.....	1,299
1936	3,669,528	2,015,646	784,587	462,820,000	4,454,115	2,478,466,000	454,000,000	43,461	24,108,236	4,001,464	28,172,318	252,000	1,458
1937	3,915,889	2,243,732	893,085	534,494,000	4,808,974	2,778,227,000	462,000,000	46,224	25,390,773	4,249,219	29,706,158	270,000	1,605
1938	2,000,985	1,236,802	488,100	334,147,000	2,489,085	1,570,949,000	361,000,000	41,992	25,167,030	4,210,477	29,442,705	271,000	1,550
1939	2,866,796	1,765,189	710,496	494,829,000	3,577,292	2,260,018,000	460,000,000	41,870	26,139,526	4,406,702	30,615,087	285,000	1,693
1940	3,717,385	2,370,654	754,901	567,820,000	4,472,286	2,938,474,000	553,000,000	41,790	27,372,397	4,590,386	32,035,424	302,000	1,873
1941	3,779,682	2,567,205	1,060,820	1,069,799,000	4,840,502	3,637,005,000	718,000,000	40,537	29,524,101	4,859,244	34,472,145	333,000	2,186
1942	222,862	163,813	818,662	1,427,456,000	1,041,524	1,591,270,000	472,000,000	34,270	27,868,746	4,608,086	32,578,925	267,000	2,066
1943	139	101	699,689	1,451,794,000	699,828	1,451,896,000	528,000,000	33,000	25,912,730	4,480,176	30,499,608	207,000	1,659
1944	610	446	737,524	1,700,928,000	738,134	1,701,375,000	789,000,000	31,930	25,466,331	4,513,340	30,086,189	212,000	1,718
1945	69,532	57,254	655,683	1,181,955,000	725,215	1,239,210,000	1,012,000,000	32,439	25,691,434	4,834,742	30,638,429	249,000	1,926
1946	2,148,699	1,979,781	940,851	1,043,247,000	3,089,550	3,023,028,000	1,753,000,000	36,354	28,100,188	5,725,692	33,945,817	341,000	2,570
1947	3,558,178	3,963,896	1,239,443	1,709,843,000	4,797,621	5,673,739,000	2,353,000,000	40,410	30,718,852	6,512,628	37,360,463	371,000	3,075
1948	3,909,270	4,853,402	1,376,274	1,858,210,000	5,285,544	6,711,612,000	2,553,000,000	43,004	33,213,905	7,209,961	40,556,469	398,000	3,473
1949	5,119,466	6,768,418	1,134,185	1,407,435,000	6,253,651	8,175,853,000	1,895,000,000	49,173	36,312,380	7,692,569	44,139,951	424,000	3,825
1950	6,665,863	8,633,272	1,337,193	1,747,480,000	8,003,056	10,380,752,000	2,140,000,000	45,918	40,185,146	8,272,153	48,600,505	458,000	4,359
1951	5,336,935	7,371,207	1,428,328	2,366,047,000	6,765,263	9,737,254,000	2,544,000,000	46,251	42,525,217	8,657,931	51,326,438	483,000	4,708
1952*	4,336,935	6,568,000	1,217,765	2,314,000,000	5,538,553	8,882,000,000	2,450,000,000	.....	43,750,000	8,850,000	52,750,000	500,000	5,000

*Preliminary. **Includes buses.

Source: Automobile Manufacturers Assn.

Vehicle Factory Sales from Plants in U. S. and Canada

	PLANTS IN UNITED STATES				PLANTS IN CANADA (Including Imports from U. S.)			U. S. and Canada Net Total
	U. S. Total	Exports to Canada	Other Exports	Net U. S. Market	Canada Total	Exports	Canadian Market	
PASSENGER CARS:								
December, 1951	293,325	119	8,375	284,831	11,058	2,479	8,579	304,264
12 Months, 1951	5,338,435	13,314	233,651	5,091,470	294,469	40,033	254,436	5,619,590
January, 1952	273,122	698	14,266	258,158	19,844	6,300	13,544	292,268
February	333,224	1,124	17,088	315,012	18,907	3,433	15,474	351,007
March	372,440	1,277	19,099	352,064	21,532	4,489	17,043	392,663
April	415,357	1,456	17,508	396,393	33,618	3,916	29,702	447,519
May	397,486	1,905	14,629	380,952	30,111	2,841	27,270	425,692
June	407,962	1,967	13,524	392,471	30,139	2,223	27,916	436,134
July	168,327	785	5,680	161,862	25,971	2,229	23,742	193,513
August	218,577	629	6,808	211,140	17,562	1,190	16,372	235,510
September	438,397	1,255	11,876	425,266	28,929	2,667	26,262	466,071
October	471,808	1,169	10,681	459,958	29,100	4,943	24,157	499,739
November	405,111	681	10,117	394,313	20,895	2,343	18,552	425,325
December	418,977	1,145	11,681	406,151	21,034	1,552	19,482	438,866
12 Months, 1952	4,320,788	14,091	152,957	4,153,740	297,642	38,126	259,516	4,604,307
MOTOR TRUCKS:								
December, 1951	86,485	225	15,938	70,322	11,335	5,995	5,340	97,595
12 Months, 1951	1,417,368	3,899	219,009	1,194,460	135,801	26,970	108,831	1,549,270
January, 1952	101,510	377	15,640	85,493	15,208	6,837	8,371	116,341
February	101,367	359	15,851	85,157	15,028	5,265	9,763	116,036
March	109,964	337	17,013	92,614	14,330	3,323	11,007	123,957
April	113,631	444	15,077	98,110	15,182	2,593	12,589	128,369
May	106,008	451	14,574	90,983	14,966	3,162	11,804	120,523
June	110,264	432	14,870	94,962	14,456	2,839	11,617	124,288
July	43,231	194	6,806	36,231	9,551	958	8,593	52,588
August	52,056	209	6,643	45,204	5,993	1,013	4,980	57,840
September	112,375	275	12,725	99,375	13,655	2,196	11,459	125,755
October	132,064	320	15,295	116,449	13,973	2,537	11,436	145,717
November	114,106	277	11,325	102,504	11,406	3,396	8,010	125,235
December	115,814	273	11,893	103,648	9,918	3,510	6,408	125,459
12 Months, 1952	1,212,390	3,948	157,712	1,050,730	153,666	37,629	116,037	1,362,108
MOTOR COACHES:								
December, 1951	845	6	93	746	36	..	6	875
12 Months, 1951	9,460	46	630	8,784	367	..	367	9,781
January, 1952	778	3	20	755	22	..	22	797
February	625	1	99	525	24	..	24	648
March	569	6	64	499	24	..	24	587
April	597	8	82	507	28	..	28	617
May	423	8	86	329	43	..	43	458
June	484	..	102	382	41	..	41	525
July	224	4	..	220	28	..	28	248
August	349	8	70	271	31	..	31	372
September	387	48	9	330	88	..	88	427
October	389	26	103	260	43	..	43	406
November	319	..	75	244	6	..	6	325
December	231	23	19	189	26	..	26	234
12 Months, 1952	5,375	135	729	4,511	404	..	404	5,644
TOTAL MOTOR VEHICLES:								
December, 1951	380,655	350	24,406	355,899	22,429	8,474	13,955	402,734
12 Months, 1951	6,765,263	17,259	453,290	6,294,714	430,637	67,003	363,634	7,178,641
January, 1952	375,410	1,078	29,926	344,406	35,074	13,137	21,937	409,406
February	435,216	1,484	33,038	400,694	33,959	8,698	25,261	467,691
March	482,973	1,620	36,176	445,177	35,886	7,812	28,074	517,207
April	529,585	1,908	32,667	495,010	48,828	6,509	42,319	576,505
May	503,917	2,364	29,289	472,264	45,120	6,003	39,117	546,673
June	518,710	2,399	28,496	487,815	44,636	5,062	39,574	560,947
July	211,782	983	12,486	198,313	35,550	3,187	32,363	246,349
August	270,982	846	13,521	256,615	23,586	2,203	21,383	293,722
September	551,159	1,578	24,610	524,971	42,672	4,863	37,809	592,253
October	604,261	1,515	26,079	576,667	43,116	7,480	35,636	645,862
November	519,536	958	21,517	497,061	32,307	5,739	26,568	550,885
December	535,022	1,441	23,593	509,988	30,978	5,062	25,916	564,559
12 Months, 1952	5,538,553	18,174	311,398	5,208,981	451,712	75,755	375,957	5,972,059

Source: Automobile Manufacturers Assn.

State Size and Weight Restrictions

January 1, 1953

STATE	HEIGHT	LENGTH: Single Unit	LENGTH: Tractor Semitrailer	LENGTH: Combination	Maximum Axle Load in pounds	Maximum* Gross Weight in Pounds: Tractor Semitrailer Single Axle	Tractor Semitrailer Tandem	Combinations
Ala.	12'6"AB-1	35	45	N.P.	18,000S	45,000	55,300	N.P.
Ariz.	13'6"	40	65	65	18,000	45,000	68,000***	76,800
Ark.	12'6"	35	45	45	18,000	45,000	55,980	64,650
Calif.	13'6"	35	60T	60	18,000	45,000	68,000***	76,800
Colo.	12'6"	35	60	60	18,000	45,000	67,200***	75,200
Conn.	12'6"	45	45	N.P.	22,400	50,000	50,000	N.P.
Dela.	12'6"	35	50	60	20,000S-1	49,000	60,000	60,000
D. of C.	12'6"	35	50	50	22,000	53,000	65,400	65,400
Fla.	12'6"A	40V	50	50	18,000S-2	45,000	64,650***	64,650
Ga.	13'6"	35	45	45	18,000	45,000	55,300	55,300
Id.	14'	35	60	65	18,000S-3K	45,000K	67,500***K	72,000K
Ill.	13'6"	42	45	45	18,000S-3	45,000	59,000	72,000
Ind.	12'6"A	36B-1	50	50	18,000S-3	45,000	72,000***	72,000
Iowa	12'6"A	35B	45T	N.P.	18,000	45,000	60,800***	60,800
Kans.	12'6"A	35B	50	50	18,000	45,000	63,890***	63,890
Ky.	12'6"	35	45	N.P.	18,000S	42,000	42,000	N.P.
La.	12'6"A	35B	50	60	18,000	36,000P	64,000P***	68,000P
Me.	12'6"H	45H	45H	45H	22,000S	50,000	50,000	50,000
Md.	12'6"A	55	55	55	22,400	53,800	65,000	65,000
Mass.	N.S.	35	45	N.P.	22,400S-3	50,000	50,000	N.P.
Mich.	12'6"A	35	50	50	18,000S-1	45,000	67,000D***	111,000D
Minn.	12'6"	40	45	45	18,000	45,000	65,000***	66,500
Miss.	12'6"A	35B	45	45	18,000S-4	45,000	52,650	52,650
Mo.	12'6"	35	45	45	18,000S	45,000	60,010	60,010
Mont.	13'6"	35B-1	60	60	18,000	45,000	63,890***	73,280
Neb.	12'6"A	35	50	50	18,000	45,000	64,650***	64,650
Nev.	N.S.	N.R.	N.R.	N.R.	18,000	45,000	68,000***	76,800
N. H.	13'6"	35	45	45	22,000	50,000	50,000	50,000
N. J.	13'6"	35	45	50	22,400	53,800	60,000	60,000
N. M.	12'6"	40	65	65	18,000S	45,000	63,000***	74,250
N. Y.	13'	35	50	50	22,400S-3	53,800	63,000	63,000
N. C.	12'6"	35	48	48	18,000S	46,200M	58,800M	58,800M
N. D.	12'6"B	35	45	45	18,000S-2	45,000	59,250	59,250
O.	12'6"A	35	45T	60	19,000S-5	47,000	69,000W***	78,000W
Okla.	12'6"A-1	35B-2	50	50	18,000S-5	45,000	60,000***	60,000
Ore.	12'6"	35	50T	50C	18,000S	45,000	73,000***L	76,000
Pa.	12'6"A	35	45	50	20,000	45,000	45,000L	62,000
R. I.	12'6"A	40	50	50	22,400S-3	50,000	50,000	88,000E
S. C.	12'6"	40V-1	50	50	22,000G	53,000	70,279G***	70,279G
S. D.	13'	35B	50	50	18,000S	45,000	64,650***	64,650
Tenn.	12'6"	35	45	45	18,000	42,000	55,980	55,980
Texas	13'6"	35	45	45	18,000S-5	45,000	58,420	58,420
Utah	14'	45	60T-1	60T-1	18,000	45,000	71,400***	79,900
Vt.	12'6"	50	50	50	N.S.S.	50,000	50,000	50,000
Va.	12'6"A	35B	45	45F	18,000D-1	40,000D-1	50,000D-1	50,000D-1
Wash.	12'6"A-2	35	60T-2	60T-2	18,000S-6	45,000	65,000***	72,000
W. Va.	12'6"A	35	45	45	18,000	45,000	60,800***	73,280
Wis.	12'6"A	35	45	45	19,500S-3X	48,000X	67,000***X	68,000X
Wyo.	12'6"	40	60	60	18,000	45,000	68,000***	73,950

FOOTNOTES:

* — Maximum Practical Gross
*** — 3-axle tractor with tandem axle semitrailer.
A — Auto transporters allowed 13½'; A-1: 13'; A-2: 12'10" allowed on 10:22 tires.
B — Buses with 3 axles permitted 40'.
B-1 — Buses permitted 40'; B-2: 45'.
C — State Highway Department may permit 60'.
D — On designated highways.
D-1 — 16,000 lbs. axle limit and 35,000 lbs. maximum gross limit on all but "Heavy Duty Highways."
E — 3-axle truck with 3-axle trailer.
F — Exclusive of coupling.
G — Gross weight includes 10% tolerance
H — Height and Length subject to 1'6" tolerance.
I — 36,000 lbs. if axles spaced less than 48" apart.
J — On designated highways one tandem per combination permitted 32,000 lbs.
K — Plus 3% tolerance on axle weight and 8% tolerance on gross weight.
L — Subject Governor's Signature.
M — Includes 5% overload tolerance; trucks over 40,000 lbs. must have 300 cu. in motors.
N.P. — Not Permitted.
N.R. — No Restriction.
N.S. — Not Specified.
P — Plus weight on front axle.
S — Subject to 600 lbs. per inch tire requirements: S-1: 700 lbs.; S-2: 550 lbs.; S-3: 800 lbs.; S-4 on tires 7:75 and larger; S-5: 650 lbs.; S-6: 600 lbs.
T — Trailer limited to 35': T-1: 45'; T-2: 40'.
V — Vehicles over 35' must have 3 axles.
W — With tandem axles spaced more than 4' apart.
X — Includes 1,500 lbs. tolerance single axle; tandem, 2,000 lbs.
Y — With permit.

Source: Truck-Trailer Manufacturers Assn., Inc

"FLEX-S"

BUICK OIL RINGS

FACTORY ENGINEERED

keep oil and customers from "going up in smoke"

DIFFERENT DESIGN — slotted and springy. Follows worn cylinders, even tapered or out-of-round.

MINIMIZES SCUFFING — long ring life and long oil mileage. Keeps owners happy.

OPEN DESIGN — lessens clogging due to carbon deposits. Oil washes through constantly.

EASY TO INSTALL — snaps lightly into groove and fits snug.

BUY THEM FROM YOUR BUICK DEALER — full discount, full information.

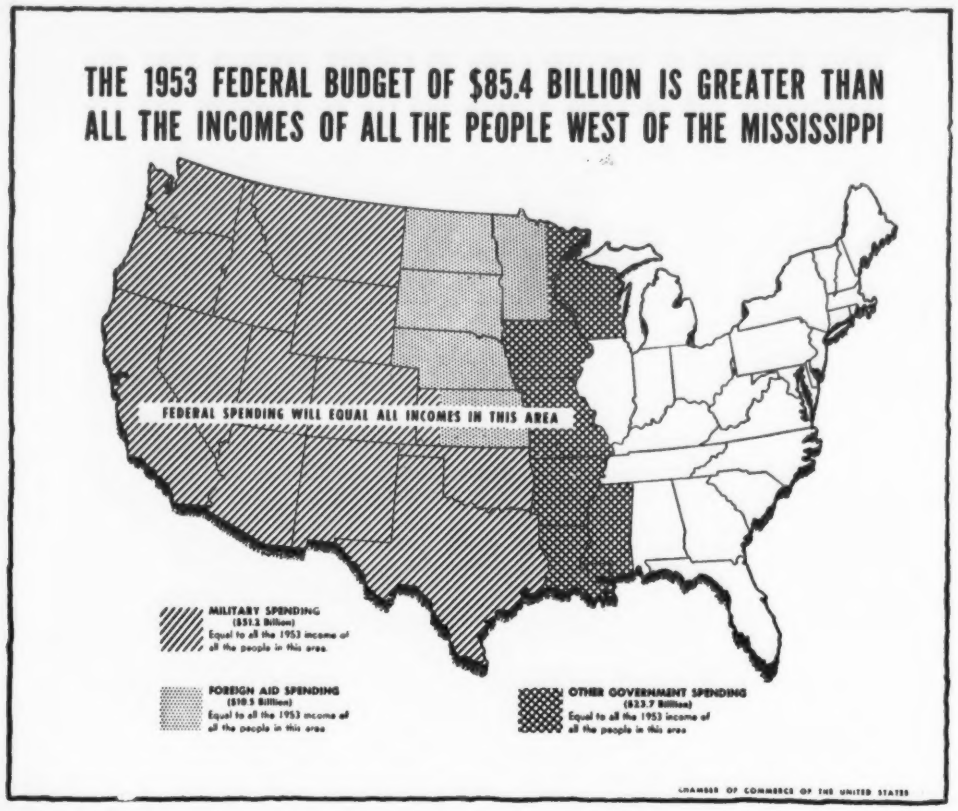
ENGINEER APPROVED ACCESSORIES

BUICK

FACTORY ENGINEERED PARTS

BETTER WORK WITH FACTORY ENGINEERED PARTS

SEE YOUR BUICK DEALER



THIS STARTLING PICTURE is the result of study by the National Chamber's Economy Program, based on figures from the U. S. Department of Commerce. Incomes of all people include all money that goes to individuals as wages, salaries, rent, and dividends. Since latest Commerce Department figures available for the map were for 1950, the Chamber estimated total 1953 incomes at 15 percent higher than those for 1950. Total 1953 spending under the President's budget would equal the incomes of all persons west of the Mississippi plus 96 percent of the incomes in Wisconsin and all the incomes in Mississippi.

Trailer Industry Production Statistics

Years*	Semitrailers	Full Trailers	Not Reported By Types	Total	Total Dollar Value	Average Value
1923**				11,460	$ 4,366,722	$ 371
1925**				12,823	4,937,066	384
1927**				19,739	7,212,074	365
1929**				22,406	10,816,120	483
1931**				12,647	9,556,432	756
1933**				7,438	4,563,100	614
1935				18,898	17,995,755	952
1937	18,958	2,789		21,747	17,366,487	825
1939	23,707	1,514	958	24,182	28,034,251	1,075
1940				27,118	.....	....
1941	W.P.B. revised and "verified" figures			41,869	.....	....
1942						
Civilian			8,408			
Military			71,520	79,928	.....	....
1943						
Civilian			8,054			
Military			188,811	196,865	.....	....
1944						
Civilian			24,092			
Military			185,349	209,441	.....	....

	Production	Shipments	Value	Average Value
1945 (6 mo. Military Production 83.967)	33,266	(Not Available)	(Not Available)	$ ....
1946	76,234	73,001	$151,384,063	2,075
1947	53,112	55,516	133,404,615	2,700
1948	44,478	46,960	139,996,000	3,130
1949	33,097	34,273	119,098,000	3,470
1950	64,301	65,665	228,442,000	3,360
1951	67,384	64,691	245,315,000	3,790
1952	58,077	57,970	228,366,000	3,950

*Data for years 1923 through 1937 are from U. S. Department of Commerce, Bureau of Census, "Census of Manufacturers." (Census total for 1939 production was 26,179.)

**Figures 1923 to 1933 include trailers for passenger cars, motor trucks and truck-tractors. Subsequent figures include only trailers for motor trucks and truck-tractors. It is believed, however, that there were relatively few passenger car type trailers reported in the 1923-1933 period.

***Figures for 1939 through 1945 compiled and reported by W.P.B.—subsequent figures are from the "Facts for Industry Series" M45F, of the Bureau of the Census.

****The increase in average value and, particularly, the fact that average value is now three times the prewar figure does not necessarily indicate an increase in price but rather an increase in trailer size, the preponderance of more expensive types such as vans, 'reefers,' tanks, etc., and the increasing use of tandem axles with double the number of tires.

—Compiled by: Truck-Trailer Manufacturers Assn., Inc.

Number of Auto Concerns In Various Categories

Latest counts of business firms in various categories, comprising the automotive industry and allied activities, as supplied by R. L. Polk & Co.'s mailing list division:

Accessories and Supply Jobbers	5,144
Accessory Dealers (retail)	26,249
Auto Body Mfrs.	131
Body Repair Shops	14,610
Brake Lining Mfrs.	47
Brake Service	2,789
Bumper Mfrs.	39
Bus Body Mfrs.	57
Bus Mfrs.	40
Electric Equipment Mfrs.	200
Electrical Service Stations	5,683
Engine Mfrs.	34
Fender, Tank and Hood Mfrs.	55
Finance Companies	4,762
Fire Apparatus Mfrs.	44
Garages and Repairers	106,114
Gasoline Stations	201,663
Glass Installers (cities over 100,000 pop.)	2,611
Heater Mfrs.	32
Horn Mfrs.	18
Jack Mfrs.	61
New-Car Dealers	47,378
Parts Jobbers	7,438
Parts Mfrs.	836
Radiator Mfrs.	31
Radiator Repair Shops	4,123
Schools (Driving)	726
Schools (Repair)	144
Seat Cover Mfrs. (Cushion)	1,249
Spring Mfrs.	115
Tire Dealers	26,279
Tire Jobbers and Wholesalers	2,264
Tire Mfrs.	54
Tire Vulcanizers, Retreaders, Recappers	9,662
Tool Mfrs.	137
Top Trimming and Repairing, Seat Covers, Upholstery	1,751
Trailer Mfrs. (Commercial)	414
Trailer Mfrs. (House Trailers)	124
Transfer, Cartage and Trucking Companies	37,204
Transmission Mfrs.	20
Truck Body Mfrs. (Commercial)	892
Truck Dealers (Do not handle autos)	7,930
Truck Mfrs.	71
Used Car Dealers (Exclusive)	36,027
Washing Concerns (Exclusive)	2,792
Wheel Mfrs.	24
Wreckers	8,136

Truck Trailer Output, 1950-1952

MONTH	Production (number of units)	SHIPMENTS Number of units	SHIPMENTS Value (thousands of dollars)
January	3,107	3,173	$ 10,916
February	3,517	3,573	12,414
March	4,421	4,509	15,438
April	4,411	4,511	15,437
May	4,893	5,006	17,226
June	5,558	5,640	18,792
July	5,824	6,200	21,188
August	6,642	7,236	24,785
September	6,798	6,820	23,258
October	6,769	6,686	24,108
November	6,394	6,403	23,114
December	6,283	6,209	23,009
1950 TOTAL	64,617	65,966	$229,685
January	6,483	6,376	$ 23,160
February	6,044	5,852	20,980
March	7,102	7,058	24,550
April	6,351	5,798	20,850
May	6,861	5,936	22,451
June	5,591	4,972	19,701
July	4,648	4,758	18,779
August	4,763	5,200	20,167
September	4,598	4,643	18,312
October	5,605	5,605	21,594
November	4,704	4,278	17,351
December	4,634	4,215	17,420
1951 TOTAL	67,384	64,691	$245,315
January	5,013	4,941	$ 19,412
February	4,655	4,633	18,638
March	5,124	5,259	20,676
April	5,298	5,308	20,126
May	5,163	5,166	19,758
June	4,029	4,027	16,445
July	3,673	3,934	16,656
August	4,471	4,421	16,293
September	4,887	4,916	19,803
October	5,465	5,414	21,398
November	4,907	4,905	19,141
December	5,392	5,046	20,020
1952 TOTAL	58,077	57,970	$228,366

Prepared by Bureau of the Census, Industry Division, Metals and Metal Products Section.

Factory Commercial Car Sales By Body Types

1952	
Station Wagons*	189,651
Cab-Over-Engine	19,289
Multi-Stop Trucks	18,493
School-Bus Chassis	19,452
6-Wheel, 3-Axle Trucks	15,585
Diesel Engine Trucks	13,165
Motor Coaches	5,375

1951	
Station Wagons*	194,589
Cab-Over-Engine	25,482
Multi-Stop Trucks	28,867
School-Bus Chassis	31,891
6-Wheel, 3-Axle Trucks	36,429
Diesel Engine Trucks	16,494
Motor Coaches	9,453
Ambulances and Funeral Cars	4,177

1950	
Station Wagons*	159,944
Cab-Over-Engine	22,370
Multi-Stop Trucks	21,681
School-Bus Chassis	19,953
6-Wheel, 3-Axle Trucks	15,719
Diesel Engine Trucks	13,903
Motor Coaches	4,908
Ambulances and Funeral Cars	2,971

1949	
Station Wagons*	104,613
Cab-Over-Engine	13,325
Multi-Stop Trucks	19,479
School-Bus Chassis	13,896
6-Wheel, 3-Axle Trucks	4,122
Diesel Engine Trucks	6,047
Motor Coaches	5,511
Ambulances and Funeral Cars	2,853

1948	
Station Wagons*	110,312
Cab-Over-Engine	31,047
Multi-Stop Trucks	21,380
School-Bus Chassis	23,755
6-Wheel, 3-Axle Trucks	5,764
Diesel Engine Trucks	5,698
Motor Coaches	12,299
Ambulances and Funeral Cars	4,727

1947	
Station Wagons*	81,973
Cab-Over-Engine	32,603
Multi-Stop Trucks	15,874
School-Bus Chassis	30,431
Diesel-Engine Trucks	6,209
Motor Coaches	19,110
Ambulances and Funeral Cars	3,746

*Includes those built on both passenger-car and truck chassis.

Source: Automobile Mfrs. Assn.

Truck-Trailer Production—Percentage of Total by Types

	1952 Production	%	1951 Production	%	1950 Production	%	1949 Production	%	1948 Production	%	1947 Production	%
TOTAL (Including Trailer Chassis and Converter Dollies):	58,077	100	67,384	100	64,301	100	33,097	100	44,478	100	53,096	100
COMPLETE TRAILERS:	53,742	92.53	64,119	95.15	61,957	96.3	31,571	95.4	42,395	95.3	49,795	93.8
VANS:	24,043	41.48	32,571	48.33	38,016	59.1	18,317	55.4	23,199	52.2	23,254	43.8
Insulated—"Reefers"	3,320	5.71	4,178	6.20	3,795	5.9	2,642	8.0	2,279	5.1	1,852	3.5
Furniture	1,394	2.40	1,365	2.02	.....*	....*	.....*	....	546	1.2	1,185	2.2
Other Closed Top	16,785	28.99	23,673	35.13	30,295	47.1	14,056	42.5	18,372	41.4	18,601	35.0
Open Top	2,544	4.38	3,355	4.97	3,926	6.1	1,619	4.8	2,002	4.5	1,616	3.1
PLATFORMS:	13,403	23.05	13,417	19.91	11,418	17.3	6,159	18.6	7,514	16.8	12,555	23.6
Cattle & Stake Racks	4,270	7.35	1,943	2.88	1,590	2.5	950	2.9	1,588	3.6	3,369	6.3
Grain Bodies	1,273	2.19	855	1.26	642	1.0	359	1.1	586	1.3	1,271	2.4
All Other Platforms	7,860	13.51	10,619	15.75	9,186	14.3	4,850	14.6	5,340	12.0	7,915	14.9
TANKS:	5,201	8.94	5,961	8.84	3,982	6.2	2,035	6.1	3,550	8.0	3,430	6.5
Petroleum	4,365	7.53	5,319	7.89	3,710	5.9	1,855	5.6	3,176	7.2	3,019	5.7
Other	836	1.41	642	.95	272	.4	180	.5	374	.8	411	.8
POLE AND LOGGING:	2,395	4.12	3,004	4.45	2,512	3.9	1,260	3.8	3,671	8.3	5,356	10.1
Single Axle	991	1.71	1,231	1.82	1,434	2.2	642	1.9	2,064	4.7	3,815	7.2
Tandem Axle	1,404	2.41	1,773	2.63	1,078	1.7	618	1.9	1,607	3.6	1,541	2.9
LOW-BED HEAVY HAULERS:	5,696	9.78	4,188	6.21	1,758	2.7	1,426	4.3	1,821	4.1	2,405	4.5
OFF-HIGHWAY:**	....	....	.....	....	.....	....	.....	....	.....	....	808	1.6
DUMP TRAILERS:**	1,025	1.76	1,321	1.96	903	1.4	470	1.4	504	1.1	622	1.2
ALL OTHER TRAILERS:	1,979	3.40	3,657	5.42	3,371	5.2	1,904	5.8	2,136	4.8	1,365	2.5
CONVERTER DOLLIES:	950	1.63	.....	....	.....	....	.....	....	.....	....	.....	....
TRAILER CHASSIS:	3,385	5.84	3,265	4.84	2,344	3.7	1,526	4.6	2,083	4.7	3,301	6.2
TOTAL Dollar Value of Shipments	$228,366,000		$245,315,000		$228,504,000		$119,098,000		$139,996,000		$138,383,093	

* Combined with Other Closed Top.
** Combined with "All Other Trailers" since August, 1948.

Compiled by: Truck-Trailer Manufacturers Assn.
From Bureau of Census "Facts for Industry" Reports.

PORCELAINIZE

Trade Mark Reg. U. S. Pat. Off.

... the World Standard for Fine Appearance

Over half a century of knowledge and experience behind the product...

Years of *saving the finish, saving the customers' pride and goodwill, saving the Dealers' reputation for quality workmanship,* never compromising superiority just to save pennies or minutes...

Constant adherence to the policy of protecting the best interests of the New Car Dealer and the Car Manufacturer...

These are the vital fundamentals which have won for Porcelainize the officially established leadership—an award handed down by Motordom's Supreme Court: car owners, new car dealers and car manufacturers sitting in judgement on Porcelainize Beauty, Porcelainize Durability and Porcelainize Protection.

PORCELAINIZE

An Exclusive New Car Dealer Service

UNCHALLENGED IN MERIT

UNMATCHED IN POLICY

UNEQUALLED IN PROGRAM

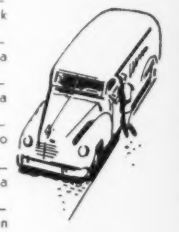
FREEMAN & FREEMAN, Inc. DENVER 3, COLO.

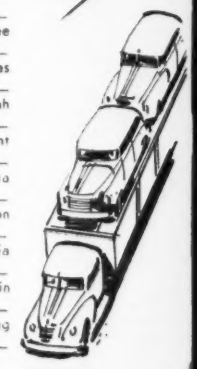
NEW PASSENGER CAR REGISTRATIONS, 12 MONTHS TOTAL, 1952-1951

Car registrations by states are compiled by R. L. Polk representatives in state capitals.		Chrysler	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	G. M. TOTAL	Allstate	Henry J	Kaiser	K-F TOTAL	Ford (British)	Austin	Crosley	Hudson	Nash	Packard	Studebaker	Willys-Overland	Miscellaneous	TOTAL
Alabama	'52	1088	733	2693	5520	10034	9978	391	2371	12740	3386	726	11859	2304	3237	21512	76	472	433	981	6	11	23	793	1342	761	1975	803	93	51074
	'51	1399	958	3301	6903	12561	12831	340	3150	16321	4615	789	15570	3000	4291	28265		930	464	1394	49	15	70	743	1364	578	2669	357	34	64420
Arizona	'52	520	355	941	1564	3380	3120	168	1149	4437	1618	398	3650	917	1153	7736	117	211	185	513	9	41	29	407	507	339	992	232	169	1879
	'51	644	344	1057	1910	3955	3832	121	1117	5070	1852	363	4964	1127	1325	9631		183	199	382	4	24	53	513	670	277	1195	112	154	22040
Arkansas	'52	535	608	1610	3541	6294	5543	136	1152	6831	1959	446	6534	1291	1920	12150	40	261	231	532	1	5	20	321	749	293	1164	326	23	28709
	'51	802	834	2011	4795	8442	6829	143	1709	8681	2538	508	8761	1691	2330	15828		505	429	934	9	2	33	526	859	314	1597	298	11	37534
California	'52	11273	8374	18246	33675	71568	53603	3249	19963	76815	23223	9782	63227	17980	20670	134882	3	1359	4335	5697	2065	1651	99	7994	14026	5274	15466	3827	7565	346929
	'51	14507	9609	20111	36465	80692	62506	2340	22212	87058	29801	11309	77761	22725	24853	166449		2223	2715	4938	936	986	262	8040	12446	4873	19474	2209	4319	392682
Colorado	'52	1152	701	1886	3526	7265	6063	363	1781	8207	3059	778	6698	1925	2178	14638	1	104	182	287	2		50	972	1140	548	1194	464	179	34946
	'51	1593	793	2365	4331	9082	6930	325	2295	9550	4086	802	8513	2344	2737	18482		286	326	612	2		105	1342	1287	622	1630	352	106	43172
Connecticut	'52	1972	1506	4486	6214	14178	10161	548	2993	13702	4419	1574	11283	3573	3879	24728	3	670	879	1552	108	167	39	1572	2314	1316	2558	856	678	63768
	'51	2387	1669	4934	7357	16347	10588	437	3584	14609	5538	1697	13910	4497	4684	30326		1321	988	2309	79	171	90	1612	2113	1241	3249	540	560	73246
Delaware	'52	231	182	647	1074	2134	2325	90	498	2913	917	263	3015	694	638	5527		92	151	243	2	11	16	212	346	138	672	56	59	12329
	'51	325	227	878	1375	2805	2827	104	608	3539	1152	286	3392	888	1102	6820		180	156	336		10	27	242	348	174	874	56	46	15277
Dist. of Col.	'52	609	355	1417	3553	5934	3234	137	583	3954	1147	532	4515	1162	1355	8711		162	99	261	57	15	4	419	416	402	503	155	99	20930
	'51	846	438	1849	4216	7349	3911	165	903	4979	1720	663	5504	1564	1753	11204		292	110	402	56	34	10	432	506	333	724	114	90	26233
Florida	'52	2274	1351	4855	7711	16191	13667	839	4005	18511	6272	2083	15912	4100	4508	32875	71	1162	612	1845	327	121	257	1178	2747	1591	2813	1366	1083	80905
	'51	2837	1676	5339	9928	19780	15303	772	5558	21633	7182	2241	18475	4788	6023	38709		1976	854	2830	507	84	491	1369	2150	1420	3179	1031	920	94103
Georgia	'52	1489	1007	3998	7035	13529	14043	464	3292	17799	5703	1276	16971	3676	5181	32807	4	672	473	1149	72	15	41	850	1447	952	2755	684	140	72240
	'51	1902	1185	4728	9060	16875	18125	621	5114	23860	7609	1407	22074	4347	7398	42835		1252	821	2073	161	18	121	1087	1503	993	3769	434	125	93854
Idaho	'52	498	391	980	1617	3486	2886	138	1084	4108	1615	366	3541	992	1078	7592	3	97	218	318	1	16	2	576	765	307	1064	427	73	18735
	'51	662	440	1262	1995	4359	3495	136	1155	4786	2071	388	4492	1171	1551	9673		184	371	555	1	10	8	689	887	360	1466	315	42	23151
Illinois	'52	8318	6933	18702	34296	68249	50334	2143	13649	66126	23669	7155	56012	15303	18144	120283	9	1191	2532	3732	10	25	173	7629	12482	4337	10118	1497	1068	295729
	'51	10411	8386	22464	42139	83400	53582	1863	15852	71297	29107	7505	67813	19200	21971	145596		2352	3989	6341	93	14	284	10805	11197	5329	13128	878	2484	350846
Indiana	'52	3130	2816	6625	13000	25571	20754	823	4685	26262	8808	2181	25652	6165	8068	50874	5	855	1363	2223	4	25	75	2512	4400	1674	7535	1003	181	122339
	'51	4219	3528	8386	16867	33000	26908	730	5865	33503	11541	2538	33686	8025	10479	66269		1709	1882	3591	19	24	193	3596	5211	1931	11414	617	78	159446
Iowa	'52	1950	1367	4187	7997	15501	13756	377	3254	17387	4953	1159	16421	3538	4595	30666		257	577	834	1	1	12	771	2313	852	2836	465	61	71700
	'51	2868	1829	5743	10640	21080	17378	362	4418	22158	6986	1315	21943	4836	6132	41212		538	1141	1679	1		44	1449	2823	1035	3920	222	15	95638
Kansas	'52	1603	1105	3602	6230	12540	11791	388	3001	15180	4746	1034	13140	3215	3955	26090		474	720	1194	2	6	36	1618	2775	961	2244	462	64	63172
	'51	2096	1383	4244	7761	15484	13495	361	3735	17591	5968	1105	16723	3711	4876	32383		786	1006	1792	3	2	78	1694	2740	916	3069	259	36	76047
Kentucky	'52	1189	792	3002	5299	10282	9903	193	2042	12138	3528	742	12161	2518	3375	22324		305	331	636	4	5	28	797	1964	711	2169	574	84	51716
	'51	1595	1015	3536	6521	12667	12458	184	2343	14985	4358	822	15088	3198	4242	27708		538	458	996	5		55	761	1821	672	2760	349	53	62832
Louisiana	'52	1218	1134	2758	5804	10914	10463	304	2002	12769	3408	794	12814	2460	3696	23172	21	427	487	935	11	26	48	446	1517	931	2513	489	79	53850
	'51	1473	1289	2876	6496	12134	11900	200	2410	14510	3826	900	14489	2686	4054	25955		626	613	1239	13	1	71	559	916	662	2827	275	50	59212
Maine	'52	403	402	1035	1880	3720	2756	137	685	3578	1144	262	3681	883	1092	7062		253	207	460	5	21	18	403	529	197	626	293	55	16967
	'51	591	524	1410	2637	5162	3481	127	995	4603	1709	357	4820	1260	1433	9579		373	291	664	9	8	43	442	628	245	839	206	39	22467
Maryland	'52	1718	1390	3882	7413	14403	12361	452	2672	15485	4024	932	14577	3167	3956	26656		995	729	1724	43	47	23	1761	2395	1123	2267	654	250	66831
	'51	2336	1552	4559	9039	17486	13563	441	3252	17256	5026	995	17764	3923	4737	32445		1398	673	2071	50	48	69	1844	2232	1101	2955	339	177	78073
Massachusetts	'52	3140	3371	7655	13878	28044	18574	827	4726	24127	8071	2145	21134	7243	7553	46146		1052	904	1956	90	287	138	1869	4643	1572	4403	1034	886	115195
	'51	4159	3964	8716	16312	33151	21025	732	6024	27781	10278	2536	26521	9837	9340	58512		1246	1131	2377	114	226	220	2605	4358	1612	5443	726	518	137643
Michigan	'52	6016	5086	14317	26132	51551	62797	2209	12295	77301	22231	7177	61751	15470	21354	127983	4	1590	2963	4557	24	23	69	4440	8866	3705	7389	1563	371	287842
	'51	7836	6248	17626	32644	64354	72768	1616	14891	89275	26719	7545	76644	18630	25747	155285		3171	3483	6654	221	23	123	5885	8264	3560	9270	686	179	343779
Minnesota	'52	2569	2055	5083	9992	19699	17058	440	4032	21530	6917	1466	20321	4686	6003	39393	1	377	875	1253	2	6	12	1285	2533	1422	3925	437	101	91598
	'51	3705	2643	6597	13134	26079	20249	470	4924	25643	8149	1668	24472	5408	7197	46894		730	1503	2233	22	10	36	2017	2755	1597	4778	312	40	112416
Mississippi	'52	835	501	1547	3746	6629	6321	194	1485	8000	2605	506	8186	1447	2171	14915	64	247	239	550	4	1	19	365	829	474	1540	329	26	33681
	'51	1146	679	2000	4896	8721	7854	184	1917	9955	3439	627	10445	1842	2785	19138		538	364	902	13	3	38	366	668	400	1990	179	13	42386
Missouri	'52	2234	2127	5118	11079	20558	18703	500	4075	23278	6635	1652	22202	4582	5715	40786	1	609	620	1230	7	8	57	1100	4432	1493	3131	585	123	96788
	'51	3786	3307	7074	17723	31890	25036	605	6893	32534	9370	2162	33588	6503	8326	59949		931	1105	2036	8	5	94	1621	5543	1532	4599	468	118	140397
Montana	'52	551	420	1081	1913	3965	3474	140	996	4610	1532	428	4310	1182	1162	8614		106	211	317	5	6	5	579	456	275	911	402	15	20160
	'51	787	458	1354	2346	4945	4192	130	1142	5464	1903	444	5439	1496	1547	10829		166	242	408		3	18	778	483	359	1131	313	4	24735
Nebraska	'52	1239	672	2030	4406	8347	9088	290	1891	11269	3489	829	10298	2059	2951	19626	1	154	321	476	7	2	17	552	1168	457	1648	313	25	43907
	'51	1822	895	2601	6173	11491	10120	263	2764	13147	4762	952	12260	2654	3932	24560		267	512	779	4	1	49	995	1187	707	2306	262	22	55510
Nevada	'52	241	123	392	547	1303	812	58	345	1215	390	173	996	313	355	2227		13	26	39	4	7	6	117	161	157	396	88	74	5794
	'51	295	135	336	612	1378	844	43	346	1233	489	187	1152	359	476	2663		27	36	63	3	1	9	157	96	188	319	58	5	6173
New Hampshire	'52	321	240	847	1386	2794	2289	108	491	2888	909	207	2976	705	984	5781		176	223	399	13	61	18	377	594	210	563	290	107	14095
	'51	392	247	966	1597	3202	2547	70	663	3280	1143	223	3656	853	1145	7020		271	242	513	17	22	17	424	577	220	679	198	57	16226
New Jersey	'52	4842	3642	9390	14279	32153	25199	1052	7148	33399	10974	3799	27130	7804	10406	60113	2	1309	1771	3082	68	312	99	3464	4670	3320	5459	1837	960	148936
	'51	5966	4221	12936	18056	41179	27193	952	8963	37108	13887	4031	33468	10036	13126	74548		2874	2514	5388	53	262	169	4076	4729	3111	6787	1262	661	179333
New Mexico	'52	437	325	809	1456	3027	2398	155	941	3494	1481	317	2902	793	1016	6509	1	50	54	105	7	26	41	302	466	284	865	277	59	15462
	'51	573	340	895	1721	3529	2811	131	1101	4043	1875	309	3782	993	1375	8334		125	129	254		7	47	374	442	253	1026	186	17	18512
New York	'52	11143	10612	26083	33848	81686	49219	2636	14423	66278	28640	9189	60339	19744	23156	141068	1	2794	4053	6848	244	887	230	7330	12198	6695	11686	4286	2608	342044
	'51	14286	13537	32220	42548	102591	59282	2360	18164	79806	36106	10488	76330	26366	29953	179243		5124	5236	10360	198	923	383	7996	11728	6780	15264	2890	2558	420720
North Carolina	'52	1633	1488	4042	7845	15008	14623	490	3510	18623	6097	1413	17735	3856	5483	34584	56	752	657	1465	54	51	56	1016	1869	1206	3038	1244	185	78399
	'51	2080	1818	5210	9933	19041	19043	455	4794	24292	7831	1503	21930	4806	6874	42944		1796	996	2792	118	44	152	1378	1978	1170	3894	383	153	98339
North Dakota	'52	596	378	960	2274	4208	3764	101	744	4609	1290	312	4055	726	1003	7386		28	103	131			9	279	403	259	694	112	1	18091
	'51	775	566	1119	2858	5318	4481	88	974	5543	1606	270	5488	970	1409	9743		104	237	341			9	425	463	338	919	113	1	23213
Ohio	'52	7734	5948	16631	26943	57256	43393	1648	10591	55632	18811	5519	55266	13164	16535	109295		1766	2802	4568	11	34	213	5010	8190	4426	9398	2878	535	257446
	'51	9754	7369	20418	33318	70859	54008	1502	13338	68848	23700	6046	68195	16565	21683	136189		3402	3733	7135	28	26	428	6327	7526	4253	12042	1615	330	315606
Oklahoma	'52	1120	1050	2958	5780	10908	12127	332	2531	14990	3907	898	13346	3010	3527	24688		146	148	294	3	5	36	713	1593	575	1716	295	146	55962
	'51	1505	1464	3350	7448	13767	13809	318	3506	17633	4931	1116	17453	3488	4357	31345		394	317	711	4		52	788	1579	578	2383	207	65	69112
Oregon	'52	1446	1161	2456	4578	9641	8478	348	2508	11334	3594	957	10400	2771	2988	20710		334	711	1045	118	146	13	1303	2276	1125	2134	992	378	51215
	'51	1977	1374	2961	5183	11495	9054	302	3115	12471	4490	935	12357	3160	3658	24600		632	776	1408	116	167	56	1380	2097	1011	2710	652	283	58446
Pennsylvania	'52	8677	7758	19282	36553	72270	51770	1803	11493	65066	22306	5398	62123	15895	17648	123370		2570	3708	6278	28	165	128	5578	9925	5682	10444	3082	851	302867
	'51	11770	9647	24294	47562	93273	58117	1723	14706	74546	27617	5952	73210	19618	23140	149537		4705	4499	9204	51	154	337	7338	10642	5715	13276	2513	724	367310
Rhode Island	'52	573	507	1381	2116	4577	3360	128	871	4359	1243	458	4010	1147	1118	7976	2	204	224	430	14	31	37	401	835	315	762	137	153	20027
	'51	805	620	1596	2589	5610	4140	119	1081	5340	1636	575	5008	1612	1505	10336		248	253	501	9	27	25	402	843	341	887	99	96	24516
South Carolina	'52	728	687	2111	3591	7117	7515	204	1532	9251	2899	650	8528	1952	2534	16563		440	283	723	137	8	29	554	1094	528	1292	389	104	37789
	'51	863	902	2716	4856	9337	9513	248	2104	11865	3750	806	12072	2484	3234	22346		742	322	1064	159	12	69	658	1105	548	1759	172	44	49138
South Dakota	'52	473	370	978	2086	3907	3261	127	837	4225	1268	288	3992	855	1014	7417		73	129	202	1		2	247	415	308	742	200	12	17678
	'51	646	460	1249	2486	4841	3883	121	1111	5115	1719	287	4882	1133	1349	9370		200	308	508			1	525	544	433	943	120	3	22403
Tennessee	'52	1233	1171	3559	6708	12671	11257	256	2110	13623	4524	965	13882	2631	4002	26004	100	496	350	946	37	25	65	856	1509	732	2332	482	144	59426
	'51	1518	1349	3908	8184	14959	13704	257	2500	16461	5494	959	17063	3030	4868	31414		572	499	1071	99	40	170	1042	1466	762	3010	364	66	70924
Texas	'52	6238	4000	14021	22949	47208	45198	1906	12213	59317	19600	5097	50337	13790	15542	104366	735	1300	1500	3535	38	43	162	3053	6402	3426	9005	1624	508	238687
	'51	7922	4908	15245	29403	57478	54524	1696	15938	72158	24650	5558	64714	15584	19995	130501		1629	1730	3359	37	50	257	3284	5228	2913	12227	1114	329	288935
Utah	'52	476	394	949	1474	3293	3215	129	1047	4391	1377	352	3475	960	1245	7409	69	87	260	416		3	9	503	634	366	780	313	73	18190
	'51	631	490	1070	1740	3931	3666	113	1204	4983	1907	401	4386	1124	1653	9471		130	282	412		3	24	774	683	299	1162	137	44	21923
Vermont	'52	213	145	628	958	1944	1327	47	335	1709	653	143	1823	491	554	3664		87	107	194	3	21	13	137	360	148	301	283	41	8818
	'51	300	201	604	1169	2274	1610	48	487	2145	883	151	2456	688	824	5002		199	200	399	3	12	40	188	505	207	413	248	21	11457
Virginia	'52	2140	1615	4868	9920	18543	17085	537	3517	21139	6144	1515	18861	4404	5588	36512	173	1014	1027	2214	80	90	87	1987	2257	1435	3640	775	469	89228
	'51	2643	1753	5399	11981	21776	20141	513	4296	24950	7090	1518	23518	5132	6727	43985		1668	1093	2761	158	81	116	2108	2143	1448	4371	411	375	104683
Washington	'52	1616	1390	2962	5424	11392	9714	343	2766	12823	4020	936	11216	3015	3118	22305		328	846	1174	125	339	38	1284	2485	842	2589	642	411	56449
	'51	2519	1768	3962	6740	14989	11645	283	2907	14835	5572	1091	14258	4140	4025	29086		526	1143	1669	74	241	114	1460	2720	1027	3722	406	449	70792
West Virginia	'52	912	552	2296	3687	7447	5353	189	1276	6818	2397	491	7410	1398	2087	13783		219	227	446			47	554	954	716	1222	606	38	32631
	'51	1312	692	2940	4861	9805	6988	181	1638	8807	2943	552	9122	1868	2762	17247		537	375	912	2	5	84	658	1146	723	1527	404	25	41245
Wisconsin	'52	2452	2139	5968	9588	20147	16484	492	3746	20722	8102	1792	19636	5641	6124	41295	3	365	897	1265		8	27	1689	5869	1275	4061	674	193	97225
	'51	3695	2670	7518	12839	26722	18107	440	4979	23526	10407	1930	24766	7408	7978	52489		720	1447	2167		11	59	2727	6495	1632	5494	374	135	121821
Wyoming	'52	394	248	510	1049	2201	1884	81	547	2512	1102	251	2239	592	737	4921		13	39	52			4	334	260	211	372	214	23	11104
	'51	474	239	670	1302	2685	2013	81	594	2688	1254	281	2665	704	860	5764		46	93	139			1	346	341	206	445	214	8	12937
12 Months' Total	'52	113392	91677	246464	433134	884667	732481	29110	185883	947474	310806	87806	852542	218189	266351	1735694	1566	28718	41022	71306	3854	4804	2679	78509	142520	66346	157902	41016	21623	4158394
	'51	149435	112643	298603	542649	1103330	862309	25816	233339	1121464	392285	97093	1067042	273472	337821	2167713		51372	52286	103658	3508	3800	5304	96847	140035	66999	205514	26049	16682	5060903

NEW COMMERCIAL CAR REGISTRATIONS, 12 MONTHS TOTAL, 1952-1951

Truck registrations by states are compiled by R. L. Polk representatives in state capitals.		Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	International	Kenworth	Mack	Peterbilt	Pontiac	Reo	Studebaker	White	White-Sterling	Willys-Overland	Miscellaneous	TOTAL		Truck registrations by states are compiled by R. L. Polk representatives in state capitals.
Alabama	'52	16	4	6811	2	21	13	2294	23	3738		1963	1490	1	187		4	17	648	228		255	6	17721	'52	Alabama
	'51	11	1	9031	3	20	26	2297	11	6187	1	2389	1619		174		6	38	840	223		399	18	23294	'51	
Arizona	'52	7		2021	9	14	7	864	2	1445	1	868	760	15	18	2	14	34	211	54	2	239	24	6611	'52	Arizona
	'51	14	2	2432	18	13	14	779	6	1697		877	604	16	22	6	9	23	237	73	2	223	12	7079	'51	
Arkansas	'52	3		6302	1	13		1721		3752	2	2448	1598		44		3	14	649	97		235	8	16890	'52	Arkansas
	'51	2		7888	6	17		1790	1	5300	2	2782	1536		40		2	31	787	105		323	5	20617	'51	
California	'52	104	15	18638	11	273	206	10004	14	11463	121	6634	5502	246	326	112	37	228	1986	552	64	1974	151	58661	'52	California
	'51	209	8	20258	30	425	337	8692	35	15123	105	7804	4830	247	422	253	47	135	2209	594	119	1324	78	63284	'51	
Colorado	'52	5		3776	13	31	38	1006	3	2476	7	1199	1240	25	77	1	5	32	375	57	1	511	14	10892	'52	Colorado
	'51	22		4612	24	23	47	1067	11	3186	8	1412	1164	22	48		8	34	423	45		511	2	12669	'51	
Connecticut	'52	38	49	2172		91	82	1065	33	1416		570	828		198			87	270	149	4	228	44	7324	'52	Connecticut
	'51	66	67	2569	2	96	93	975	46	1818	1	617	828		310		7	74	241	133	11	256	19	8229	'51	
Delaware	'52	7	18	794	2	21	6	275	7	668	3	185	248		16		2	4	74	25		20	8	2383	'52	Delaware
	'51	6	14	941		12	5	277		836	1	188	290		15		9	12	89	21		31	1	2748	'51	
Dist. of Columbia	'52	17	6	797	2	15	32	475	6	456		252	195		23		2	28	18	42		64	3	2433	'52	Dist. of Columbia
	'51	10	3	1022		25	42	297	6	610		363	303		22		8	20	23	41		72	3	2870	'51	
Florida	'52	25	3	6491	18	84	74	2837	7	4251	1	1688	1712		271		13	114	1097	318		804	172	19980	'52	Florida
	'51	15	2	7429	53	143	74	2983	4	5423	2	1836	1589		337		15	113	1172	239		1018	52	22499	'51	
Georgia	'52	2	5	8331	2	49	27	2536	2	4915		2018	1960	1	158		12	36	988	178		236	8	21464	'52	Georgia
	'51	2	7	11327	6	28	16	2791	6	8173	2	2838	2063	1	260		21	59	1261	255	2	405	26	29549	'51	
Idaho	'52			1903		26	8	713	9	1381	5	856	876	15	36			13	261	33	3	466	8	6612	'52	Idaho
	'51			2364		48	5	729	13	1735	1	1205	871	47	60	2	6	18	336	46	1	548	1	8036	'51	
Illinois	'52	88	3	11469	9	356	118	4627	17	7839	4	2732	4667		142		16	110	1002	466	1	646	167	34479	'52	Illinois
	'51	58	6	15919	16	619	223	5563	31	10285	7	3934	5350	1	288		23	144	1148	636	28	798	128	45205	'51	
Indiana	'52	12		6910	7	92	72	2707	11	4698	4	1641	2979		118		14	102	1200	470		294	43	21374	'52	Indiana
	'51	11	3	10078	16	110	91	3257	25	7286	6	2084	3873		193		22	117	1459	540		528	37	29736	'51	
Iowa	'52	2		5486		60	26	1629	4	3827	2	1163	2659	1	44		12	41	542	136		256	24	15914	'52	Iowa
	'51	1		7820	3	107	35	1979	3	6092	1	1631	3270	1	59		22	35	683	177		292	20	22231	'51	
Kansas	'52			6327	2	44	35	1748	3	3981	6	2105	2714		9		7	25	601	143		337	21	18108	'52	Kansas
	'51			7383	2	56	39	1628	8	4931	5	1914	2346	1	14		15	19	585	131		441	4	19522	'51	
Kentucky	'52	5		5526	4	47	21	1680	8	3673	4	1580	1805		40		30	42	627	107		423	12	15634	'52	Kentucky
	'51	11		7007	2	64	26	1652	10	4918	2	1899	1739		57		25	31	646	94		709	5	18897	'51	
Louisiana	'52	4		5649	4	49	14	1687		3834		1700	1595		72	1	7	17	730	106		234	11	15714	'52	Louisiana
	'51	16		7295	7	89	13	1423	1	5799	6	2148	1357		41		7	8	807	82		368		19467	'51	
Maine	'52	3	8	1556		6	7	544	8	1147		650	653		100		9	33	223	35	1	215	18	5216	'52	Maine
	'51	9	14	1884		5	5	467	10	1449		626	543		123		9	2	214	58		204	2	5624	'51	
Maryland	'52	57	45	3119	1	20	91	1440	22	2093	5	702	1135		144		7	53	289	159	3	145	56	9586	'52	Maryland
	'51	37	73	3725	2	18	92	1369	57	2723	1	1015	1167		200		9	59	263	159	6	197	15	11187	'51	
Massachusetts	'52	1 9	78	3883	2	107	142	1943	20	2842	6	918	1347		290		17	108	459	326	43	281	43	12974	'52	Massachusetts
	'51	194	102	4421	3	110	163	1775	39	3651	8	1217	1342		352		26	140	420	364	49	301	20	14697	'51	
Michigan	'52	42	5	11357	4	126	233	4534	112	10216	1	3026	2067		126		18	241	730	239		551	83	33711	'52	Michigan
	'51	82	2	14439	5	115	263	4649	90	13118	1	3335	2594	1	217		36	289	808	325		525	44	40938	'51	
Minnesota	'52	1		5444		75	58	1907	4	3824	23	1259	2530	3	76		12	67	625	116		341	39	16404	'52	Minnesota
	'51	5		6521	6	74	45	2135	1	5424	23	1590	2669	19	71		30	36	823	146	1	391	34	20044	'51	
Mississippi	'52			6033	3	6	2	1706		3416	2	2423	1514		39		4	2	635	49		215	5	16054	'52	Mississippi
	'51			7966	1	5		1579	8	5160	1	2980	1528		71		12	3	707	68		433	2	20524	'51	
Missouri	'52	14		8304	4	45	79	2428		5045	4	2580	2477	4	51		3	83	701	403	7	313	37	22582	'52	Missouri
	'51	13		12791	8	69	106	3470	4	8261	3	3820	2772		120		19	70	934	545	3	434	19	33461	'51	
Montana	'52			2364		28	9	651	1	1672	8	659	1153	37	26	1	4	27	344	44		635	1	7664	'52	Montana
	'51	1		2854	1	45	5	608	4	2084	4	938	1162	25	38	6	2	47	324	49		666	3	8866	'51	
Nebraska	'52	2		4426	3	119	16	914	2	3074	13	1313	1974	50	39		9	25	476	151	1	489	19	13115	'52	Nebraska
	'51	5	1	6029	6	154	16	1065		4267	11	1792	2142	33	61		14	41	586	146		550	3	16922	'51	
Nevada	'52	1		558		4		298		345		223	186	7	8				87	4		120		1841	'52	Nevada
	'51			584		5		198		395	1	365	174		1			3	62	4		81	1	1874	'51	
New Hampshire	'52	5	8	849		8	13	312	2	567	2	233	302		86		2	17	85	37	1	171	11	2711	'52	New Hampshire
	'51	12	13	1045	1	6	17	327	3	806	2	300	315		89		10	16	121	24	1	136	5	3249	'51	
New Jersey	'52	99	240	5647	20	85	182	2429	52	4514	15	1709	1991		240		32	74	479	402	10	403	60	18783	'52	New Jersey
	'51	191	379	6298	7	148	271	2731	90	5981	13	2173	2044		627		61	111	553	506	25	642	19	24870	'51	
New Mexico	'52	13		2048	2	2	1	573	1	1358	6	670	506	6	105	9	1	19	329	51		176	10	5885	'52	New Mexico
	'51	4		2472	5	5	1	522		1419	3	988	460	2	42	2	1	31	305	17		215	7	6501	'51	
New York	'52	247	697	12369	17	421	263	6340	107	8296	44	3430	4845		998		29	488	992	812	55	1056	282	41788	'52	New York
	'51	365	778	15519	54	549	412	6480	125	10868	46	4008	4828		1502		63	543	1034	1198	30	1220	218	49840	'51	
North Carolina	'52	33	2	8375	4	82	52	2788	9	4881	3	2331	2814		395		16	39	1031	359	4	444	34	23696	'52	North Carolina
	'51	74	4	10642	18	35	81	2678	8	7447	1	3022	2323		428		26	44	1200	300	3	521	238	29093	'51	
North Dakota	'52			1779		6	3	552		1476	8	409	1283	1	5		3	5	227	10		163	2	5932	'52	North Dakota
	'51			2252		11	5	629	7	1957		576	1320		1		1	3	270	4		213	3	7252	'51	
Ohio	'52	84	9	11409	15	117	230	4983	82	8166	10	2731	4406		267		47	252	1309	824		1043	106	36090	'52	Ohio
	'51	111	16	14849	24	252	357	5183	69	11532	15	3541	4769		489		102	267	1460	1211		1199	21	45467	'51	
Oklahoma	'52	7		6813	5	8	36	1876		4340	50	1919	2367	8	75		8	41	643	256		260	38	18750	'52	Oklahoma
	'51	3		8621	6	8	55	2099	3	5797	41	2109	2122	9	47		7	43	654	267		354	25	22270	'51	
Oregon	'52	19		3500	3	135	24	1582	21	2270	6	1469	1645	130	209	74	11	37	335	156	9	904	173	12712	'52	Oregon
	'51	20		4360	2	85	40	1761	19	2953	1	1797	1585	87	224	17	2	28	436	171	9	980	59	14636	'51	
Pennsylvania	'52	240	463	12773	13	217	212	6162	95	8034	19	3340	5117		765		43	308	1339	888	13	812	96	40949	'52	Pennsylvania
	'51	275	593	16834	17	302	233	7304	125	12279	16	4314	5739		1186		64	257	1441	1061	29	1191	123	53383	'51	
Rhode Island	'52	36	7	688		10	20	352		604		133	286		57		1	23	84	51		28	4	2384	'52	Rhode Island
	'51	73	8	882	4	17	24	325		819		202	285		62		4	3	94	65	2	52	5	2926	'51	
South Carolina	'52	9	1	4927	2	20	9	1565	6	2417	2	1081	1248		117		6	3	470	130		99	39	12151	'52	South Carolina
	'51	15	1	6557	3	13	18	1371		3502	2	1376	976		145		9	8	512	121		152	13	14794	'51	
South Dakota	'52			1529		45	2	507	1	1184	7	421	1222	1	6			31	258	11		256	4	5485	'52	South Dakota
	'51			1998		43	2	661	2	1647		636	1328	3	9		4	11	293	20		323		6980	'51	
Tennessee	'52		21	6403	2	34	20	2119	50	4111	1	1961	1867		132		6	23	675	249		233	10	18117	'52	Tennessee
	'51		9	8101	5	25	35	2315	19	5654		2445	1793		153		15	12	745	209		305	14	21854	'51	
Texas	'52	179		25040	33	165	100	7327	18	15665	6	7704	6766	59	393	1	29	190	2636	1228	2	1165	87	68793	'52	Texas
	'51	81		33503	44	197	137	8189	9	22604	6	10908	6734	11	414		71	183	3021	925		1640	24	88701	'51	
Utah	'52			1723	3	31	8	352	10	1112	5	531	615	26	45	35	3	24	114	48		227	32	4944	'52	Utah
	'51			2030	4	32	27	394	14	1348	2	795	596	24	35	8	4	24	148	51		198	9	5743	'51	
Vermont	'52	3	19	760	1	11	4	323	4	390	4	297	328		24			11	87	9	3	222	27	2527	'52	Vermont
	'51	1	7	876		10	2	218	4	566	3	302	326		30			15	69	10		241	13	2693	'51	
Virginia	'52	31	18	6153	9	24	60	2438	19	4088	51	1698	2002		177		10	80	775	247		421	14	18315	'52	Virginia
	'51	59	38	7971	3	44	90	2210	26	5686	54	1865	2114		359		14	40	742	254		493	20	22082	'51	
Washington	'52			3336	1	63	19	1855	1	2330	5	1352	1492	62	95		2	22	338	118	2	500	39	11632	'52	Washington
	'51	4		4224	8	98	49	1899	2	2999	7	1684	1572	109	133	7	5	54	414	185	7	619	62	14141	'51	
West Virginia	'52	8	28	2436	2	22	17	1197	35	1644	11	852	778		77		9	36	241	95		420	21	7929	'52	West Virginia
	'51	4	31	3664	5	14	29	1313	29	2741	9	1141	849		89		13	28	293	102		695	3	11052	'51	
Wisconsin	'52	8		5639	6	77	59	1910	10	3677	61	1434	2410		76		22	83	550	169	21	460	73	16745	'52	Wisconsin
	'51	20		7395	4	100	86	2104	24	5178	77	1884	2765	1	99		21	95	635	234	6	414	43	21185	'51	
Wyoming	'52			1406	2	15	2	354		912	5	552	634	7	16		1	4	140	21		366	3	4440	'52	Wyoming
	'51			1662		19		393		1088		620	616	8	15		2	10	148	26		461	1	5069	'51	
12 Months' Total All States	'52	1595	1752	272249	243	3420	2752	102129	841	179523	543	79612	92788	705	7138	236	541	3393	28985	10858	250	20356	2190	812099	'52	**12 Months' Total All States**
	'51	2112	2182	350344	434	4508	3752	106600	1008	250802	501	100285	95184	668	9794	301	908	3427	32675	12260	334	24292	1479	1003850	'51	



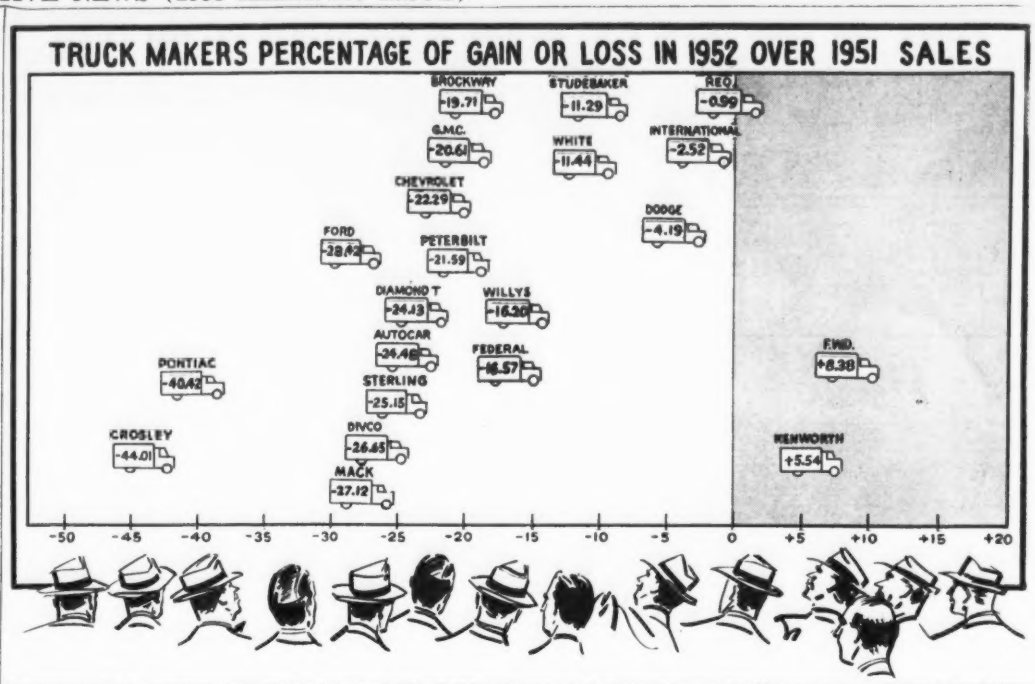


New Commercial Car Registrations By States, 1946-1952

	1952	1951	1950	1949	1948	1947	1946
Alabama	17,721	23,294	25,187	21,674	22,309	17,615	15,705
Arizona	6,611	7,079	6,980	5,744	6,042	4,811	3,424
Arkansas	16,890	20,617	24,068	21,969	18,289	14,563	10,598
California	58,661	63,284	66,685	55,036	64,009	58,653	41,437
Colorado	10,892	12,269	15,101	12,569	12,285	9,490	5,412
Connecticut	7,324	8,229	9,199	7,212	9,903	8,665	6,089
Delaware	2,383	2,748	3,076	2,867	3,238	2,733	1,746
Florida	19,980	22,499	24,686	19,769	19,557	18,383	13,412
Georgia	21,464	29,549	33,464	27,354	28,207	20,499	13,446
Idaho	6,612	8,036	8,387	8,091	8,258	6,110	3,643
Illinois	34,479	45,205	50,681	51,130	52,646	45,457	31,393
Indiana	21,374	29,736	32,453	26,062	27,196	25,755	16,534
Iowa	15,914	22,231	27,722	25,823	26,358	20,835	14,058
Kansas	18,108	19,522	21,599	22,234	22,246	16,957	12,154
Kentucky	15,634	18,897	24,307	21,116	22,170	17,193	11,729
Louisiana	15,714	19,467	20,573	18,684	16,061	12,653	9,143
Maine	5,216	5,624	7,030	6,032	7,497	7,683	4,773
Maryland	9,586	11,187	12,547	9,954	13,268	12,412	8,554
Massachusetts	12,974	14,697	18,279	12,698	17,878	17,695	14,915
Michigan	33,711	40,938	47,241	35,257	39,568	33,553	24,203
Minnesota	16,404	20,044	26,554	22,555	23,996	17,108	13,453
Mississippi	16,054	20,524	21,424	18,663	18,093	15,264	12,297
Missouri	22,582	33,461	38,586	31,915	31,611	27,631	21,826
Montana	7,664	8,866	10,102	9,714	10,453	8,243	4,414
Nebraska	13,115	16,922	18,130	17,030	16,664	12,082	8,283
Nevada	1,841	1,874	1,781	1,788	1,654	1,373	1,136
New Hampshire	2,711	3,249	3,714	3,147	3,838	3,749	1,838
New Jersey	18,783	24,870	27,549	23,158	35,219	22,604	17,666
New Mexico	5,885	6,501	8,797	7,446	6,082	4,952	3,113
New York	41,788	49,840	57,800	47,784	62,446	56,259	43,836
North Carolina	23,696	29,093	31,904	27,551	28,054	24,445	15,196
North Dakota	5,932	7,252	7,632	9,690	8,283	6,151	3,823
Ohio	36,090	45,467	52,741	39,886	47,755	45,336	32,581
Oklahoma	18,750	22,270	27,332	23,677	22,544	18,392	13,346
Oregon	12,712	14,636	15,223	12,865	15,560	12,814	7,465
Pennsylvania	40,949	53,383	61,473	46,306	60,271	52,586	38,014
Rhode Island	2,384	2,926	3,825	3,479	4,600	3,495	2,606
South Carolina	12,151	14,794	13,922	12,148	12,536	11,194	8,405
South Dakota	5,485	6,980	7,522	8,074	7,872	5,549	3,456
Tennessee	18,117	21,854	33,279	26,682	26,756	23,206	15,603
Texas	68,793	88,701	99,053	71,650	67,737	55,182	31,275
Utah	4,944	5,743	6,263	5,756	5,968	4,612	2,680
Vermont	2,527	2,693	3,001	3,458	4,294	3,946	2,482
Virginia	18,315	22,082	24,541	21,648	23,530	22,555	14,224
Washington	11,632	14,141	15,201	14,048	18,054	13,780	9,148
West Virginia	7,929	11,052	11,558	10,451	12,082	9,019	6,639
Wisconsin	16,745	21,185	25,076	22,596	23,398	19,729	13,610
Wyoming	4,440	5,069	5,932	4,567	4,853	3,492	2,286
Dist. of Col.	2,433	2,870	3,109	2,954	3,987	3,299	2,180
Totals	812,099	1,003,850	1,142,307	961,961	1,035,174	879,132	625,249

New Passenger Car Registrations By States, 1947-1952

	1952	1951	1950	1949	1948	1947
Alabama	51,074	64,420	79,156	58,273	40,432	35,508
Arizona	18,791	22,040	26,570	20,995	12,994	10,655
Arkansas	28,709	37,534	47,003	34,030	21,319	19,786
California	346,929	392,682	519,999	389,544	272,209	253,341
Colorado	34,946	43,172	58,953	42,770	27,942	25,958
Connecticut	63,768	73,246	86,097	66,278	50,745	48,782
Delaware	12,329	15,277	17,421	14,655	9,996	8,846
Florida	80,905	94,103	116,904	84,238	53,746	49,009
Georgia	72,240	93,854	113,923	80,886	59,703	53,432
Idaho	18,735	23,151	27,355	23,211	14,554	12,093
Illinois	295,729	350,846	417,871	345,156	241,231	218,536
Indiana	122,339	159,446	200,112	148,827	101,128	97,223
Iowa	71,700	95,638	128,114	102,183	68,947	54,837
Kansas	63,172	76,047	91,572	74,760	48,970	40,864
Kentucky	51,716	62,832	78,897	61,597	43,082	38,144
Louisiana	53,850	59,212	81,231	65,820	44,925	35,525
Maine	16,967	22,467	29,175	23,140	17,298	15,690
Maryland	66,831	78,073	93,227	69,985	52,762	48,034
Massachusetts	115,195	137,643	166,815	133,288	102,244	97,447
Michigan	287,842	343,779	430,231	321,421	280,853	246,973
Minnesota	91,598	112,416	153,203	107,435	76,781	60,567
Mississippi	33,681	42,386	50,797	40,163	28,242	26,382
Missouri	96,788	140,397	174,394	131,269	93,266	84,905
Montana	20,160	24,735	31,249	23,681	18,014	15,300
Nebraska	43,907	55,510	67,964	51,105	35,234	28,654
Nevada	5,794	6,173	7,672	6,607	5,028	4,597
New Hampshire	14,095	16,226	19,154	15,162	10,539	10,790
New Jersey	148,936	179,333	210,785	165,842	116,945	106,585
New Mexico	15,462	18,512	23,289	17,571	10,897	8,969
New York	342,044	420,720	542,195	415,634	338,254	308,710
North Carolina	78,399	98,339	119,477	93,514	59,584	54,756
North Dakota	18,091	23,213	27,549	22,905	13,359	11,894
Ohio	257,446	315,606	388,389	302,830	220,248	215,359
Oklahoma	55,962	69,112	90,591	65,563	44,942	39,119
Oregon	51,215	58,446	72,261	55,212	39,655	34,121
Pennsylvania	302,867	367,310	435,035	336,446	257,764	228,733
Rhode Island	20,027	24,516	32,884	24,463	19,816	18,261
South Carolina	37,789	49,138	58,073	45,543	30,599	28,705
South Dakota	17,678	22,403	28,158	22,215	14,338	10,808
Tennessee	59,426	70,924	105,144	78,850	60,141	59,732
Texas	238,687	288,935	366,050	243,837	168,379	139,780
Utah	18,190	21,923	27,670	21,366	13,874	12,278
Vermont	8,818	11,457	13,554	13,355	8,991	8,164
Virginia	89,228	104,683	130,886	104,106	73,515	67,435
Washington	56,449	70,792	91,061	74,241	54,109	47,711
West Virginia	32,631	41,345	45,807	36,293	25,098	22,882
Wisconsin	97,225	121,821	151,161	120,845	84,224	71,116
Wyoming	11,104	12,837	17,804	12,023	8,766	7,049
Dist. of Col.	20,930	26,233	33,466	29,209	25,270	23,186
Totals	4,158,394	5,060,903	6,326,438	4,838,342	3,490,952	3,167,231



Miscellaneous Registrations For United States 1952-1951

CARS

Domestic

Make	1952	1951
Checker	776	2,732
Keller	....	1
King Midget	136	40
Muntz	66	42
Miscellaneous	....	347
Total, American	978	3,162

Foreign

Alfa-Romeo (I)	4	2
Allard (B)	51	42
Alvis (B)	42	1
Austin (B)	4,804	3,800
Bentley (B)	27	12
Bristol (B)	....	1
Citroen (F)	11	5
Daimler (B)	11	19
British Ford (B)	3,854	3,508
Ferrari (I)	2	3
Fiat (I)	19	13
Healey (B)	....	2
Hillman (B)	4,782	3,787
Humber (B)	226	309
Jaguar (B)	3,349	1,702
Jensen (B)	....	1
Jowett (B)	110	46
Lea-Francis (B)	2	3
Meteor (C)	2	3
MG (B)	7,449	3,790
Morgan (B)	46	8
Morris (B)	1,945	1,583
Opel (G)	7	7
Peugeot (F)	2	3
Porsche (G)	141	....
Renault (F)	374	777
Riley (B)	49	226
Rolls-Royce (B)	34	14
Rover (B)	371	241
Simca (F)	46	50
Singer (B)	389	199
Standard (B)	....	19
Sunbeam-Talbot (B)	281	133
Talbot (F)	36	10
Triumph (B)	105	10
Vauxhall (B)	14	3
Volkswagen (G)	601	390
Miscellaneous	117	106
Total, Foreign	29,303	20,828
Grand Total	30,281	23,990

Key: B—British; C—Canadian; F—French; G—German; I—Italian.

TRUCKS

Make	1952	1951
Austin (B)	48	65
Available	24	24
Biederman	....	1
Brown	117	230
Coleman	1	1
Commer	106	....
Corbitt	49	153
Crosley	243	....
Dart	9	12
Duplex	10	5
Euclid	39	89
Freightliner	195	126
Hendrickson	71	103
Hillman (B)	10	15
Linn	....	1
Marmon-Herrington	29	55
Nash	1,047	211
Oshkosh	129	92
Thames (B)	118	171
Volkswagen	10	....
Walter	100	80
Ward LaFrance	78	45
Total	2,433	1,479

New-Truck Registrations by Makes 1941-1952

	1952	1951	1950	1949	1948	1947	1946	1941
Autocar	1,595	2,112	2,072	1,655	2,770	4,334	4,755	2,510
Brockway	1,752	2,182	2,384	1,626	2,958	4,255	3,683	2,294
Chevrolet	272,249	350,344	414,496	345,519	302,219	235,803	171,618	212,797
Crosley	243	434	422	871	2,411	.....	.....	.....
Diamond-T	3,420	4,508	5,675	5,172	10,657	10,475	5,093	6,077
Divco	2,752	3,752	4,309	3,577	5,618	4,893	3,734	2,306
Dodge	102,129	106,600	99,716	116,956	114,431	126,736	96,490	62,925
Federal	841	1,008	1,469	1,225	4,026	6,020	4,557	1,611
Ford	179,523	250,802	315,912	202,179	225,729	186,414	131,469	174,024
FWD	543	501	323	337	811	1,195	585	.....
GMC	79,612	100,285	97,200	80,407	74,857	49,187	25,645	45,703
Internat'l	92,788	95,184	97,818	91,164	125,203	113,151	78,392	92,482
Kenworth	705	668	673	*	*	*	*	*
Mack	7,138	9,794	9,908	6,866	9,795	10,917	4,687	9,468
Pontiac	541	908	1,362	775	.....	.....	.....	.....
Reo	3,393	3,427	3,876	4,003	10,773	12,911	10,489	1,543
Sterling	250	334	354	229	411	576	510	.....
Studebaker	28,985	32,675	45,881	55,099	50,657	41,861	25,360	5,078
White	10,858	12,260	12,050	8,318	11,603	13,086	10,117	9,271
Willys	20,356	24,292	24,640	32,765	76,484	49,819	42,135	2,031
Misc.	2,426	1,780	1,767	3,218	3,761	7,496	5,930	10,577
Total	812,099	1,003,850	1,142,307	961,961	1,035,174	879,132	625,249	640,697

*Included in Miscellaneous

New-Car Registrations by Makes 1947-1952

	1952	1951	1950	1949	1948	1947
CHRYSLER GROUP:						
Chrysler	113,392	149,435	151,300	130,516	105,315	93,871
DeSoto	91,677	112,643	115,023	103,311	82,454	72,966
Dodge	246,464	298,603	300,104	273,530	213,923	209,552
Plymouth	433,134	542,649	547,367	527,915	347,174	313,118
Total	884,667	1,103,330	1,113,794	1,035,272	748,866	689,507
FORD GROUP:						
Ford	732,481	862,309	1,166,118	806,766	486,888	532,646
Lincoln	29,110	25,816	34,318	37,691	32,638	24,081
Mercury	185,883	233,339	318,217	186,629	137,512	111,198
Total	947,474	1,121,464	1,518,653	1,031,086	657,038	667,925
GM GROUP:						
Buick	310,806	392,285	535,807	372,425	244,762	246,115
Cadillac	87,806	97,093	101,825	80,880	59,379	53,279
Chevrolet	852,542	1,067,042	1,420,399	1,031,466	709,609	640,709
Oldsmobile	218,189	273,472	372,519	269,351	175,531	180,078
Pontiac	266,351	337,821	440,528	321,033	228,939	206,411
Total	1,735,694	2,167,713	2,871,078	2,075,155	1,418,220	1,326,692
K-F GROUP:						
Kaiser	41,022	52,286	85,832	57,995	108,367	55,571
Frazer	.....	.....	11,884	15,827	57,994	51,158
Henry J	28,718	51,372	14,339	.....	.....	.....
Total	69,740	103,658	112,055	73,822	166,361	106,729
NON-AFFILIATED MFRS:						
Allstate	1,566	.....	.....	.....	.....	.....
Austin	4,804	3,800	5,452	3,642	8,610	.....
Crosley	2,679	5,304	6,986	10,175	25,400	15,934
Hudson	78,509	96,847	134,219	137,907	109,497	83,344
Nash	142,520	140,035	175,722	135,328	104,156	102,808
Packard	66,346	66,999	73,155	97,771	77,843	47,875
Studebaker	157,902	205,514	268,229	199,460	143,120	102,123
Willys	41,016	26,049	33,926	28,576	21,408	23,400
Miscellaneous	25,477	20,190	13,259	10,148	10,433	894
Total	520,819	564,738	710,858	623,007	500,467	376,378
YEAR TOTAL	4,158,394	5,060,903	6,326,438	4,838,342	3,490,952	3,167,231

WALKER "PRECISION TUNING" BRINGS OUT

THE GO FACTOR*

Walker "Precision Tuned" Silencers are a Basic Part of the Modern Engine's "Breathing System"—a Vital Influence in the Improved "GO-Factor"

In this new generation of engines, the most direct and practical route to the *improved* GO-FACTOR lies through *increased volumetric efficiency* . . . or the improved ability of the engine to breathe . . . to effectively utilize a greater charge or volume of air-fuel mixture and transform it into increased horsepower.

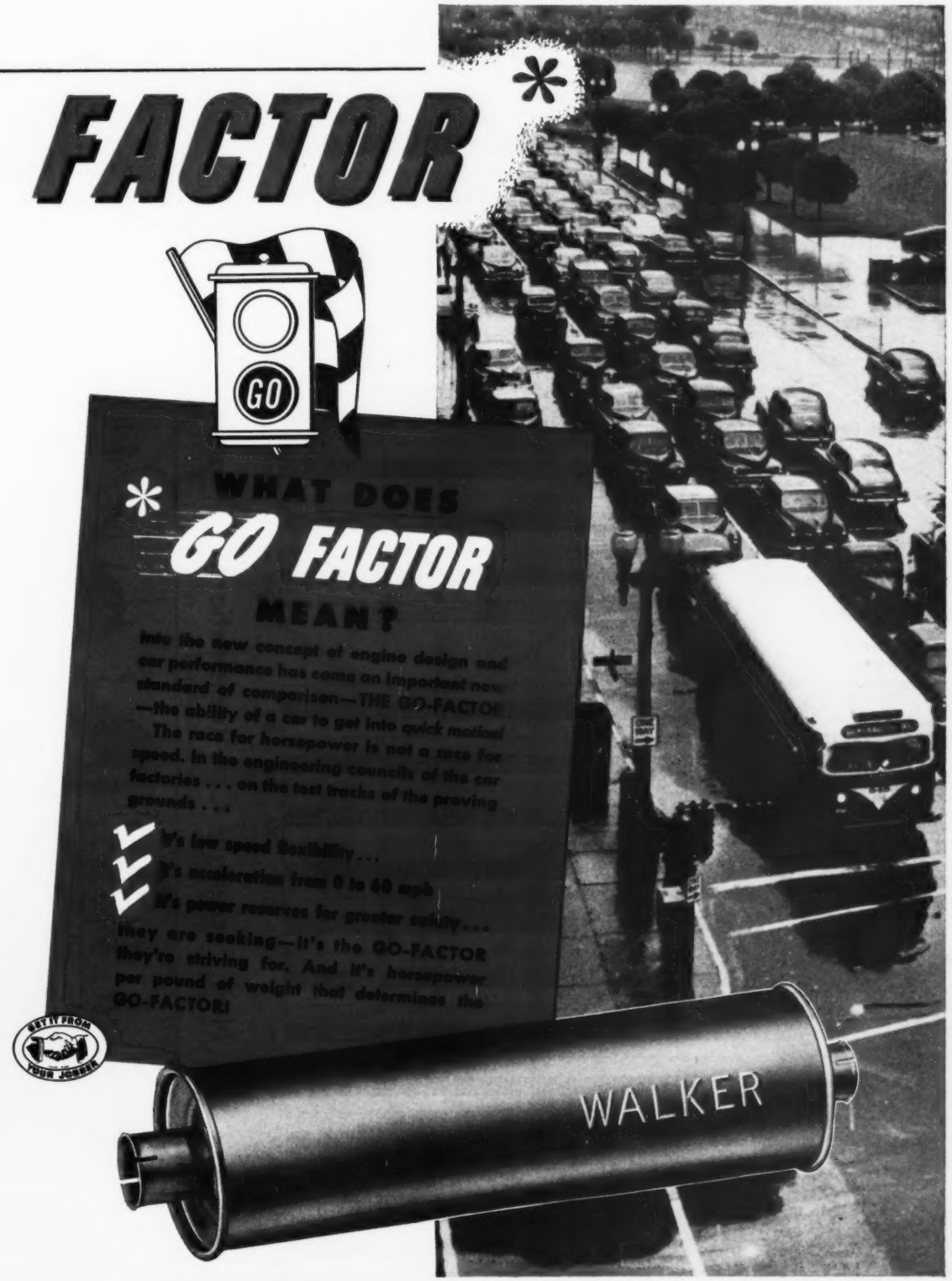
As a basic part of the engine's breathing system . . . proper exhaust system design exerts a vital influence on car performance . . . on its final horsepower rating . . . on its GO-FACTOR. No longer can yesterday's mufflers meet even the minimum requirements of these new standards.

And once again Walker sets the pace with "Precision Tuning" . . . a new generation of Walker Silencers to meet the new and more complex problems of a new generation of engines.

Walker "Precision Tuned" Silencers are designed as an integral part of engine design . . . to quiet the heavier power notes of these new, more powerful engines without power loss . . . to specifically solve the new and difficult problems of shell noise . . . "transmission boom" . . . "tail pipe bark" . . . and still preserve the full measure of "traffic flash" and reserve power designed into every modern automobile. YES—Walker "Precision Tuned" Silencers Bring Out the "GO-FACTOR"!

WALKER MANUFACTURING CO. OF WIS., RACINE, WISCONSIN

Exhaust Silencers, Oil Filters, Jacks



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WALKER SILENCERS

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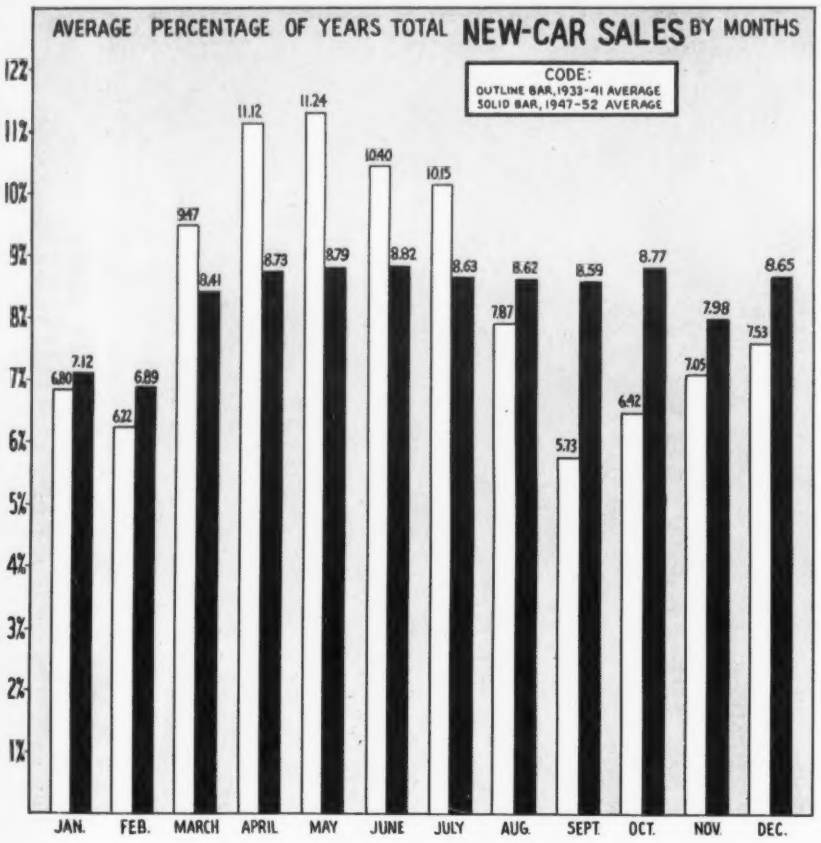
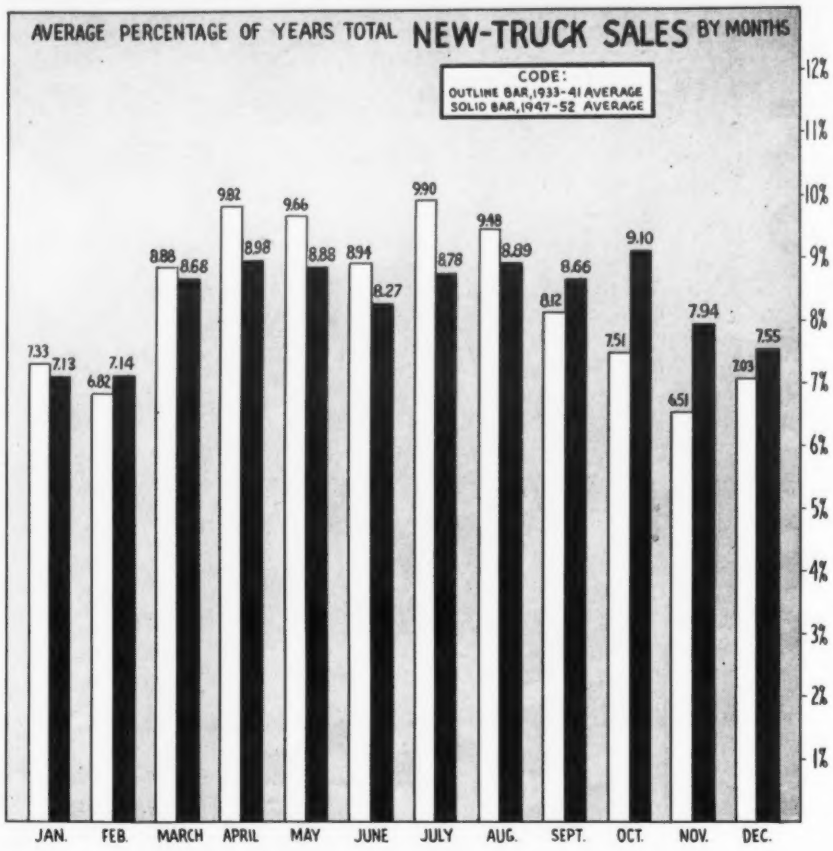
INDIVIDUALLY TUNED—for the millions of fine cars now in service.





New Passenger Car Registrations by Months, 1952-1951

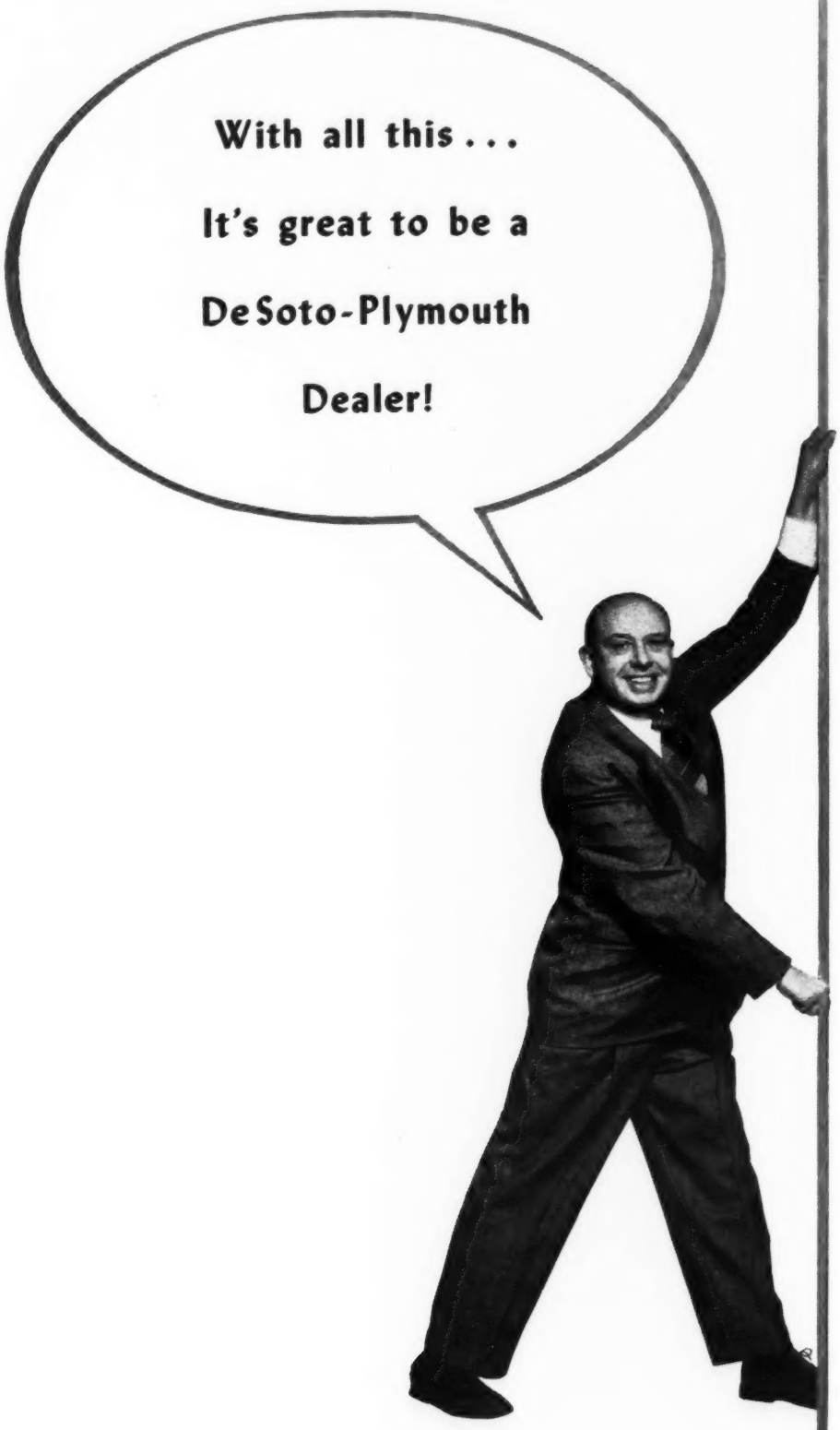
Figures Supplied by R. L. Polk & Co.

MONTHS		Austin	Buick	Cadillac	Chevrolet	Chrysler	Crosley	DeSoto	Dodge	Ford	Henry J	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Misc.	TOTAL
January	'52	406	23498	4473	66790	9524	265	6599	16367	39815	2326	5099	2808	942	12299	8993	15831	4409	40378	22362	14879	1752	1564	301379
	'51	424	37396	9441	114523	12573	542	9891	23471	78562	4550	9334	5533	2810	22960	11228	22469	7000	39312	37362	19422	2421	1542	472766
February	'52	388	23821	6364	66009	9177	247	6523	17236	40028	1979	5845	2694	1214	11960	9662	16546	4423	33841	17685	15690	2186	1941	295459
	'51	298	37237	8384	88810	11423	488	9230	25333	72056	4726	10025	5379	2417	20694	9973	23195	6134	46030	28150	17338	2182	1295	430797
March	'52	374	24212	6916	65557	9026	295	7784	17631	63011	2342	6074	3059	2049	14000	9201	17743	5607	31494	18608	13410	2607	1857	322857
	'51	292	42969	8985	110166	15967	597	10212	29379	88497	6592	12124	6423	2228	21521	11619	29886	7088	52175	33468	18561	2494	1356	512599
April	'52	402	28424	7661	75695	10455	371	8580	20776	73311	2369	6781	3417	2656	16478	12153	19918	6418	37417	22284	13819	2889	2014	374288
	'51	252	35979	8353	99181	15988	494	8584	25389	85184	5451	9179	5116	2147	19722	11123	28101	5721	51577	29543	16657	2192	1380	467313
May	'52	540	31040	8302	87033	11434	374	9150	27662	70670	4435	8270	3868	2808	18240	15478	22062	6899	45237	26236	16333	3876	2270	422217
	'51	250	34465	8301	98001	16170	479	10355	26837	83330	4887	9010	4356	2119	22302	11410	25923	5504	57105	28515	17385	2227	1515	470446
June	'52	413	30474	8301	85052	11902	323	8972	31344	68012	4035	8300	3951	2807	16686	16769	21650	7553	46988	27642	15627	4414	2440	423655
	'51	239	33015	7892	94921	14958	476	10506	27569	79557	4612	7940	4141	1989	21175	11708	23439	5150	57198	27762	16263	2503	1652	454665
July	'52	431	24863	7944	62690	10845	310	8197	25569	47104	2675	7906	3994	2737	14311	14492	17307	7234	41361	21270	11934	4653	2627	340454
	'51	214	30735	7622	85970	11921	383	9007	24313	66696	3877	6880	3989	1710	18253	11710	22167	5109	48836	27266	15614	2535	1526	406333
August	'52	432	15415	7510	27216	7792	209	5891	14959	37870	1748	6776	3358	2756	11771	9086	10255	4736	18796	15187	7200	4085	2620	215668
	'51	268	30139	8350	84627	11525	476	9565	26744	72897	3946	7095	3960	2324	19956	13172	21467	5126	51042	27506	20006	2166	2065	424422
September	'52	555	25216	8854	69938	7757	139	6157	15270	59503	1696	6675	3219	2775	13698	9869	17400	4298	29717	21408	8440	3631	2655	318870
	'51	385	30623	7698	79583	11882	421	10340	28402	62099	3635	6660	3743	2402	17963	14031	22145	5558	46387	27998	20076	2177	2009	406217
October	'52	322	30753	9043	88811	5710	65	6767	16650	79037	1430	6255	3494	3266	15620	12494	21802	4824	31639	27114	12045	3648	2596	383385
	'51	405	28106	8459	77377	9982	390	8907	23580	61494	3591	7111	3715	2275	16994	13557	19396	5515	35961	24525	16902	2286	2634	373162
November	'52	219	29099	7661	81667	8404	47	6906	19471	73948	1891	4845	3654	2210	18247	11522	20420	3796	24202	23786	12722	3417	2061	360256
	'51	420	26485	7057	68262	8904	310	8140	20483	56049	3011	5930	3135	1977	16308	11548	18097	4472	30986	22379	14779	1628	1739	332099
December	'52	322	23991	4777	76084	11366	34	10151	23529	80172	1792	5683	3506	2890	22573	12801	17255	6149	52064	22769	15803	3858	2398	399906
	'51	353	25136	6551	65621	8142	248	7906	17103	55888	2494	5559	2796	1418	15491	8956	17187	4622	26040	23347	12511	1238	1477	310084
Grand Totals	'52	4804	310806	87806	852542	113392	2679	91677	246464	732481	28718	78509	41022	29110	185883	142520	218189	66346	433134	266351	157902	41016	27043	4158394
	'51	3800	392285	97093	1067042	149435	5304	112643	298603	862309	51372	96847	52286	25816	233339	140035	273472	66999	542649	337821	205514	26049	20190	5060903

New Commercial Car Registrations by Months, 1952-1951

Figures Supplied by R. L. Polk & Co.

MONTHS		Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	Internat'l	Kenworth	Mack	Peterbilt	Pontiac	Reo	Sterling	Studebaker	White	Willys	Misc.	TOTAL		MONTHS
January	'52	142	117	19455	29	288	254	7979	52	12986	76	5969	6650	47	536	19	74	239	29	2114	948	1478	180	59661	'52	January
	'51	189	267	29314	29	407	408	10730	112	20899	38	8967	8121	74	1005	22	86	397	45	3195	1277	2357	119	88058	'51	
February	'52	147	137	19536	27	292	233	7306	57	13205	34	5971	6880	70	528	26	47	236	4	2137	791	1389	232	59285	'52	February
	'51	147	234	26853	36	379	346	8572	100	19017	50	7941	7691	76	1001	25	48	363	16	2459	1026	2039	162	78581	'51	
March	'52	120	144	20530	24	345	309	7276	78	15035	44	6224	7400	62	532	10	52	272	25	2246	950	1470	216	63364	'52	March
	'51	235	269	30170	40	456	326	9038	94	21356	60	8702	8292	55	1088	49	51	366	33	2492	1075	1934	106	86287	'51	
April	'52	147	153	24391	35	349	256	8188	98	17886	40	7025	8277	71	785	23	41	265	37	2534	978	1624	258	73461	'52	April
	'51	203	214	29676	47	422	364	8513	102	21371	37	8751	8070	42	1009	26	68	284	27	2385	1146	2110	94	84961	'51	
May	'52	115	150	24842	27	314	256	7979	50	16605	39	6956	8113	59	597	20	31	247	18	2615	936	1564	157	71690	'52	May
	'51	222	206	33297	59	481	359	9009	133	23261	37	8672	7546	65	948	33	52	284	40	2435	1170	2214	104	90627	'51	
June	'52	128	101	25452	33	224	216	8620	57	15852	29	6808	7585	42	606	20	41	268	16	2584	958	1673	158	71471	'52	June
	'51	165	136	32621	33	384	304	9347	83	22161	31	8691	6643	55	745	9	82	308	27	2574	1071	1907	84	87469	'51	
July	'52	125	132	22908	32	258	206	10169	108	15301	44	7239	8756	50	648	21	39	277	14	2778	976	1892	161	72134	'52	July
	'51	171	142	32403	31	363	294	8449	62	20240	35	8310	6885	54	707	25	95	238	33	2604	965	1834	81	84021	'51	
August	'52	98	143	14176	13	271	176	10867	70	12515	38	5263	8176	81	687	24	18	320	25	2111	881	1629	204	57786	'52	August
	'51	153	161	32423	26	373	342	8710	58	21824	37	8765	8096	45	594	21	95	243	26	2923	883	1729	119	87646	'51	
September	'52	130	142	21861	7	273	268	8909	66	11856	26	6729	8861	66	558	21	36	305	8	2478	878	1705	198	65381	'52	September
	'51	116	129	28342	39	312	251	8653	50	21954	27	8912	8906	51	590	20	64	238	20	3057	845	2087	151	84814	'51	
October	'52	156	171	27813	4	323	242	9180	74	15284	73	8105	8728	61	697	24	46	381	29	2899	1030	2021	145	77486	'52	October
	'51	181	175	29220	35	370	333	9655	82	23554	66	8908	11247	57	882	28	117	268	26	3470	1132	2373	102	92281	'51	
November	'52	147	185	25610	6	256	170	7972	50	16008	62	6809	7067	56	447	18	75	330	19	2295	906	1834	109	70431	'52	November
	'51	197	146	25219	31	312	260	8427	71	19027	45	7605	8099	69	687	32	78	242	18	2901	950	1931	170	76517	'51	
December	'52	140	177	25675	6	227	166	7684	81	16990	38	6514	6295	40	517	10	41	253	26	2194	626	2077	172	69949	'52	December
	'51	133	103	20806	27	249	165	7497	61	16138	38	6061	5588	25	538	11	72	196	23	2180	720	1777	188	62596	'51	
Grand Totals	'52	1595	1752	272249	243	3420	2752	102129	841	179523	543	79612	92788	705	7138	236	541	3393	250	28985	10858	20356	2190	812099	'52	Grand Totals
	'51	2112	2182	350344	434	4508	3752	106600	1008	250802	501	100285	95184	668	9794	301	908	3427	334	32675	12260	24292	1479	1003850	'51	



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DE SOTO DIVISION, CHRYSLER CORPORATION

Automobile Scrappage Table--Cars

Cars in Use End of Year	Number	New Cars Sold Year	Number	Total Cars Barring Scrappage	Surviving End of Year	Number	Cars Failing To Reregister or Scrappage	Scrappage % to Cars in Use	Scrappage % to New Cars Sold
1924	15,350,038	1925	2,967,755	18,317,793	1925	17,485,627	832,166	4.76	28.04
1925	17,485,627	1926	3,228,695	20,714,322	1926	18,915,260	1,799,062	9.51	55.72
1926	18,915,260	1927	2,623,538	21,538,798	1927	19,410,175	2,128,623	10.97	81.14
1927	19,410,175	1928	3,139,579	22,549,754	1928	20,673,852	1,875,902	9.07	59.75
1928	20,673,852	1929	3,880,247	24,554,099	1929	22,599,701	1,954,398	8.65	50.37
1929	22,599,701	1930	2,625,979	25,225,680	1930	22,345,090	2,880,590	12.89	109.70
1930	22,345,090	1931	1,908,141	24,253,231	1931	21,484,450	2,768,781	12.89	145.10
1931	21,484,450	1932	1,096,399	22,580,849	1932	19,752,283	2,828,566	14.32	257.99
1932	19,752,283	1933	1,493,794	21,246,077	1933	19,300,336	1,945,741	10.08	130.25
1933	19,300,336	1934	1,888,557	21,188,893	1934	20,725,926	462,967	2.23	24.51
1934	20,725,926	1935	2,743,908	23,469,834	1935	22,015,052	1,454,782	6.61	53.02
1935	22,015,052	1936	3,404,497	25,419,549	1936	23,846,488	1,573,061	6.60	46.21
1936	23,846,488	1937	3,483,752	27,330,240	1937	25,330,584	1,999,656	7.89	57.40
1937	25,330,584	1938	1,891,021	27,221,605	1938	24,455,012	2,766,593	11.31	146.30
1938	24,455,012	1939	2,653,377	27,108,389	1939	25,754,387	1,354,002	5.26	51.03
1939	25,754,387	1940	3,415,905	29,170,292	1940	27,157,554	2,012,738	7.41	58.92
1940	27,157,554	1941	3,731,166	30,888,720	1941	28,968,114	1,920,606	6.63	51.47
1941	28,968,114	1942-3-4	593,191	29,561,305	1944	24,218,562	5,342,743*	22.06	....
1944	24,218,562	1945-6	1,829,747	26,048,309	1946	26,464,525**	(416,216)***	....	....
1946	26,464,525	1947	3,177,376	29,641,901	1947	29,153,708	488,193	1.67	15.36
1947	29,153,708	1948	3,490,952	32,644,660	1948	31,789,143	855,517	2.69	24.51
1948	31,789,143	1949	4,838,342	36,627,485	1949	35,407,444	1,220,041	3.45	25.22
1949	35,407,444	1950	6,326,438	41,733,882	1950	39,418,772	2,315,110	5.87	36.59
1950	39,418,772	1951	5,060,903	44,479,675	1951	40,767,855	3,711,820	9.10	73.34
1951	40,767,855	1952	4,158,394	44,926,249	1952	41,788,260	3,138,989	7.51	75.49

—Compiled by R. L. Polk & Co.

Trucks

Trucks in Use End of Year	Number	New Trucks Sold Year	Number	Total Trucks Barring Scrappage	Surviving End of Year	Number	Trucks Failing to Reregister or Scrappage	Scrappage % to Trucks in Use	Scrappage % to New Trucks Sold
1924	2,126,216	1925	333,150	2,459,366	1925	2,332,585	126,781	5.44	38.05
1925	2,332,585	1926	387,341	2,719,926	1926	2,671,061	48,865	1.83	12.62
1926	2,671,061	1927	327,965	2,999,026	1927	2,804,196	194,830	6.95	59.41
1927	2,804,196	1928	341,123	3,145,319	1928	2,990,927	154,392	5.16	45.26
1928	2,990,927	1929	527,057	3,517,984	1929	3,302,761	215,223	6.52	40.84
1929	3,302,761	1930	410,699	3,713,460	1930	3,416,962	296,498	8.68	72.19
1930	3,416,962	1931	313,884	3,730,846	1931	3,318,782	412,064	12.41	131.28
1931	3,318,782	1932	180,332	3,499,114	1932	3,070,076	429,038	13.98	237.91
1932	3,070,076	1933	245,869	3,315,945	1933	2,962,614	353,331	11.89	143.71
1933	2,962,614	1934	403,886	3,366,500	1934	3,274,994	91,506	2.79	22.66
1934	3,274,994	1935	510,683	3,785,677	1935	3,535,661	250,016	7.07	48.96
1935	3,535,661	1936	611,644	4,147,305	1936	3,887,393	259,912	6.68	42.49
1936	3,887,393	1937	618,249	4,505,642	1937	4,150,072	355,570	8.57	57.51
1937	4,150,072	1938	365,349	4,515,421	1938	4,038,207	477,214	11.82	130.62
1938	4,038,207	1939	486,748	4,524,955	1939	4,318,706	206,249	4.77	42.37
1939	4,318,706	1940	576,327	4,895,033	1940	4,539,969	355,064	7.82	61.61
1940	4,539,969	1941	640,697	5,180,666	1941	4,838,378	342,288	7.07	53.42
1941	4,838,378	1942-3-4	350,797	5,189,175	1944	4,506,189	682,986	15.16	....
1942	4,506,189	1945-6	1,348,789	5,854,978	1946	5,462,973	392,005	7.18	29.06
1946	5,462,973	1947	954,217	6,417,190	1947	6,378,433	38,757	.61	4.06
1947	6,378,433	1948	1,035,174	7,413,607	1948	7,105,740	307,867	4.33	29.74
1948	7,105,740	1949	961,961	8,067,701	1949	7,583,663	484,038	6.38	50.32
1949	7,583,663	1950	1,142,307	8,725,970	1950	8,198,529	527,441	6.43	60.42
1950	8,198,529	1951	1,003,850	9,202,379	1951	8,552,758	649,621	7.60	64.72
1951	8,552,758	1952	812,099	9,364,857	1952	8,833,022	531,835	6.02	64.26

—Compiled by R. L. Polk & Co.

New Motor Vehicle Registrations, 1939-1952

NEW PASSENGER CAR REGISTRATIONS IN U. S.

	1939	1940	1941	1946	1947	1948	1949	1950	1951	1952
January	203,212	260,216	297,558	N.A.	209,063	274,978	273,161	381,562	472,766	301,379
February	164,942	224,625	299,701	N.A.	214,333	249,781	258,218	408,990	430,797	295,459
March	248,038	312,371	419,396	N.A.	264,714	311,650	360,584	495,885	512,599	322,857
April	268,335	353,239	488,460	N.A.	290,226	330,555	390,932	471,215	467,313	374,288
May	280,834	345,748	514,478	N.A.	286,719	255,638	446,251	488,363	470,446	422,217
June	243,741	318,615	443,470	N.A.	269,863	246,926	432,470	583,922	454,665	423,655
July	229,308	315,246	391,795	172,961	263,167	291,206	448,477	609,926	406,333	340,454
August	182,633	211,031	246,595	199,316	264,866	317,788	478,556	683,995	424,422	215,668
September	141,633	148,000	125,293	219,281	251,655	296,339	459,647	625,755	406,217	318,870
October	212,586	290,495	165,485	225,180	281,428	291,442	465,765	580,373	373,162	383,385
November	231,571	301,430	164,747	230,424	258,934	313,230	409,702	444,193	332,099	360,256
December	246,544	334,889	174,188	279,735	312,263	311,419	414,579	552,259	310,084	399,906
TOTAL	2,653,377	3,415,905	3,731,166	1,815,196*	3,167,231	3,490,952	4,838,342	6,326,438	5,060,903	4,158,394

NEW TRUCK REGISTRATIONS IN U. S.

	1939	1940	1941	1946	1947	1948	1949	1950	1951	1952
January	37,715	45,026	50,830	N.A.	62,477	69,486	66,423	67,925	88,058	59,661
February	34,102	40,729	50,124	N.A.	63,752	74,326	67,537	71,698	78,581	59,285
March	45,083	52,290	62,413	N.A.	79,344	94,806	87,165	96,266	86,287	63,364
April	46,063	54,846	64,236	40,920	85,148	108,168	78,857	92,241	84,961	73,461
May	45,381	50,543	64,177	56,285	76,901	100,614	86,375	90,786	90,627	71,690
June	40,482	42,533	62,265	46,488	65,458	87,117	79,069	91,512	87,461	71,471
July	44,747	49,053	67,412	53,657	71,647	94,036	76,866	117,040	84,021	72,134
August	43,523	47,472	56,191	62,820	75,912	91,923	85,539	126,533	87,646	57,786
September	32,983	37,143	43,892	69,564	69,899	85,108	89,251	113,784	84,814	65,381
October	37,923	47,909	41,352	74,708	87,167	84,284	86,375	101,169	92,281	77,486
November	41,286	44,444	36,799	63,978	73,737	75,024	79,699	84,167	76,517	70,431
December	37,460	47,162	41,006	69,453	67,690	70,282	78,805	89,186	62,596	69,949
TOTAL	486,748	559,150	640,697	625,249†	879,132	1,035,174	961,961	1,142,307	1,003,850	812,099

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

	1939	1940	1941	1946	1947	1948	1949	1950	1951	1952
January	240,927	305,242	348,388	N.A.	271,540	344,464	339,584	449,487	560,824	361,040
February	199,044	265,354	349,825	N.A.	278,085	324,107	325,755	480,688	509,378	354,744
March	293,121	364,661	481,809	N.A.	344,058	406,456	447,749	592,151	598,886	386,221
April	314,398	408,085	552,696	N.A.	375,374	438,723	469,789	563,456	552,274	447,749
May	326,215	396,291	578,655	N.A.	363,620	356,252	532,626	579,149	561,073	493,907
June	284,223	361,148	505,735	N.A.	335,321	334,043	511,539	675,449	542,126	495,126
July	274,055	364,299	459,207	226,618	334,814	385,242	525,343	726,966	490,354	412,588
August	226,156	258,503	302,786	262,136	340,778	409,711	564,095	810,528	512,068	273,454
September	174,616	185,143	169,185	288,845	321,554	381,447	548,898	739,539	491,031	384,251
October	250,509	338,404	206,837	299,888	368,545	375,726	552,140	681,542	465,443	460,871
November	272,857	345,874	201,546	294,402	332,071	388,254	489,401	528,360	408,616	430,687
December	284,004	382,051	215,194	344,188	379,953	381,701	493,384	641,445	372,680	469,855
TOTAL	3,140,125	3,975,055	4,371,863	2,440,445‡	4,046,363	4,526,126	5,800,303	7,468,745	6,064,753	4,970,493

*Includes 493,299 cars registered in first half.
†Includes 87,376 trucks registered in first quarter.
‡Includes 724,368 cars and trucks registered in first half.
N.A.—Not available.

Each Maker's Percentage of Trucks on Road

(As of July 1, 1952-1951)

		Pct. 1952	1952 Pos.	Pct. 1951	1951 Pos.	Pct. Change
Chevrolet	2,670,111	31.71	1	31.53	1	+ .18
Ford	2,173,683	25.82	2	26.65	2	— .83
Dodge	962,216	11.43	3	11.44	3	— .01
International	920,136	10.93	4	11.05	4	— .12
GMC	580,656	6.90	5	6.53	5	+ .37
Studebaker	270,322	3.21	6	3.03	6	+ .18
Willys	250,974	2.98	7	2.64	7	+ .34
White	93,504	1.11	8	1.12	8	— .01
Mack	82,171	.98	9	1.02	9	— .04
Diamond T	61,587	.73	10	.81	10	— .08
Reo	46,946	.56	11	.62	11	— .06
Plymouth	41,764	.50	12	.56	12	— .06
Divco	38,623	.46	13	.45	13	+ .01
Autocar	25,987	.31	14	.33	14	— .02
Brockway	23,503	.28	15	.30	15	— .02
Federal	20,380	.24	16	.28	16	— .04
Hudson	6,922	.08	17	.10	17	— .02
Pontiac	6,303	.07	18	.05	21	+ .02
Crosley	5,379	.06	19	.07	18	— .01
FWD	5,286	.06	20	.06	19	.....
Kenworth	5,243	.06	21	.05	22	+ .01
Sterling	4,277	.05	22	.06	20	— .01
Miscellaneous	123,882	1.47	..	1.25	..	+ .22

Automotive News compilation from R. L. Polk & Co. data.

New-Car Registrations by Maker Models

1951 - 1952

	1952 Dec.	1952 Yr.	1951 Dec.	1951 Yr.
CHRYSLER 6	4976	45578	3335	91264
CHRYSLER 8	6390	67814	4807	58171
TOTAL	11366	113392	8142	149435
DeSOTO 6	3093	45141	7906	112643
DeSOTO 8	7058	46536		
TOTAL	10151	91677	7906	112643
DODGE 6	10614	224383	17103	298603
DODGE 8	12915	22081		
TOTAL	23529	246464	17103	298603
PLYMOUTH 6	52064	433134	26040	542649
TOTAL CHRYSLER CORP.	97110	884667	59191	1103330
FORD 6	15426	137196	8085	141680
FORD 8	64746	595285	47803	720629
TOTAL	80172	732481	55888	862309
LINCOLN 8	2890	29110	1418	25816
MERCURY 8	22573	185883	15491	233339
TOTAL FORD MOTOR CO.	105635	947474	72797	1121464
BUICK 8-40	11191	127438	11779	161186
BUICK 8-50	11311	135827	10425	168441
BUICK 8-70	1489	47541	2932	62658
TOTAL	23991	310806	25136	392285
CADILLAC 8-61		124	40	4770
CADILLAC 8-62	3913	68828	5183	72097
CADILLAC 8-60S	619	15498	1131	16534
CADILLAC 8-75	112	1913	98	1881
CADILLAC 8-86	133	1443	99	1811
TOTAL	4777	87806	6551	97093
CHEVROLET 6	76084	852542	65621	1067042
OLDSMOBILE 88	13140	143315	12219	177947
OLDSMOBILE 98	4115	74874	4968	95525
TOTAL	17255	218189	17187	273472
PONTIAC 6	1152	16170	2181	41909
PONTIAC 8	21617	250181	21166	295912
TOTAL	22769	266351	23347	337821
TOTAL GM CORP.	144876	1735694	137842	2167713
HENRY J 4	924	14555	1295	25787
HENRY J 6	868	14163	1199	25585
TOTAL	1792	28718	2494	51372
KAISER 6	5298	69740	5290	103658
ALLSTATE 4	56	968		
ALLSTATE 6	34	598		
TOTAL	90	1566		
TOTAL K-F CORP.	5388	71306	5290	103658
CROSLEY 4	34	2679	248	5304
HUDSON 6	5565	73711	5077	86891
HUDSON 8	118	4798	482	9956
TOTAL	5683	78509	5559	96847
NASH Rambler 6	3312	51216	3004	46360
NASH Statesman 6	5620	53251	3486	54682
NASH Ambassador 6	3864	37975	2460	38961
NASH-Healy 6	5	78	6	32
TOTAL	12801	142520	8956	140035
PACKARD 8-200	4098	41430	2767	43270
PACKARD 8-250-300	1583	20198	1353	16745
PACKARD 8-400	468	4718	502	6984
TOTAL	6149	66346	4622	66999
STUDEBAKER Champion 6	9486	78645	5893	104750
STUDEBAKER Commander 8	6317	79257	6618	100764
TOTAL	15803	157902	12511	205514
WILLYS SW 4	934	12053	960	19776
WILLYS SW 6	535	6159	278	6273
WILLYS Aero 6	2389	22804		
TOTAL	3858	41016	1238	26049
MISCELLANEOUS (Domestic)	40	982	185	3162
TOTAL INDEPENDENT	49756	561260	38609	647568
TOTAL DOMESTIC	397377	4129095	308439	5040075
AUSTIN	322	4804	353	3800
FORD (British)	352	3854	267	3508
HILLMAN	377	4782		
JAGUAR	386	3349		
MG	573	7449		
MISCELLANEOUS Foreign	519	5061	1025	13520
TOTAL FOREIGN	2529	29299	1645	20828
GRAND TOTAL ALL REGISTRATIONS	399906	4158394	310084	5060903

Cylinder Group Summary

4 Cylinder	4517	60536	4333	74857
6 Cylinder	198593	2133764	154470	2711841
8 Cylinder	196796	1964094	151281	2274205
TOTAL	399906	4158394	310084	5060903

1913 —— 1953

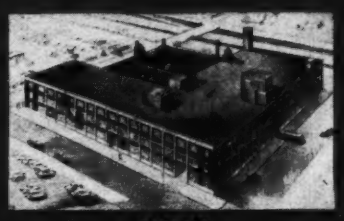
4 Decades of Development by Jacobs

The development of the F. L. Jacobs Co. as a major supplier of parts and equipment parallels the greatest growing years of the Automotive Industry. Back in 1913 our first plant was built in Detroit. It had 3750 square feet of floor space. Today, after 40 years of service to the industry, the F. L. Jacobs Co. has 5 divisions with 8 plants, utilizing nearly 800,000 square feet of manufacturing floor space. All 8 plants are completely and modernly equipped to meet the expanding needs of our customers who include all major manufacturers of automobiles and trucks.

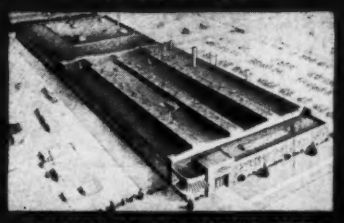
Diversification of production and ability to meet engineering and design needs have been given prime importance in this organization. A partial list of products by Jacobs includes such essential materials as:

Instrument Panels
Glass Channels *
Hood Ornaments
Bumper Guards
Visors *
Grilles
Seat Backs
Ash Receivers *
Ventilating Windows
Electric Window Lifts *
Ajax Steel Spring Covers *
Chassis Assembly
Coil Spring Assemblies
Convertible Top Slat Iron Assemblies
Automatic Top Lift Drives For Convertibles *
Complete Window and Glass Assemblies
Quality Zinc Die Castings *
Automotive Hardware and Brass Goods *

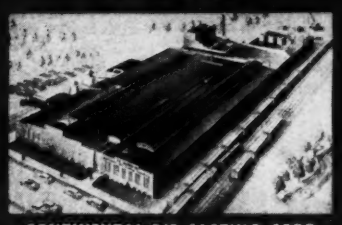
* Only at Leadership



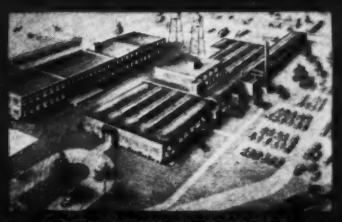
DETROIT DIVISION
FLOOR SPACE PLANT 138,000 SQ. FT.
Detroit, Michigan



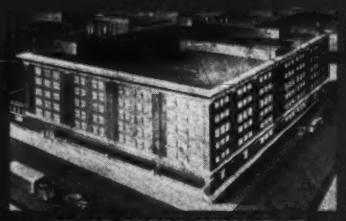
CONTINENTAL DIE CASTING CORP. DIVISION
FLOOR SPACE PLANT 1 59,386 SQ. FT.
Detroit, Michigan



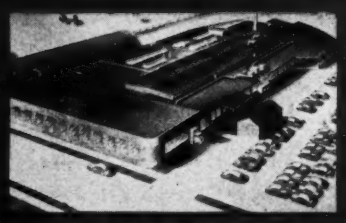
CONTINENTAL DIE CASTING CORP. DIVISION
FLOOR SPACE PLANT 2 43,716 SQ. FT.
Holly, Michigan



PARTS MANUFACTURING CO. DIVISION
FLOOR SPACE PLANT 230,000 SQ. FT.
Traverse City, Michigan

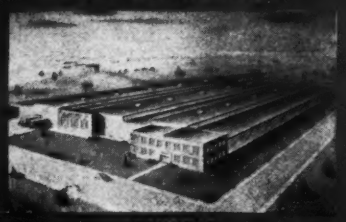


GRAND RAPIDS METALCRAFT DIVISION
FLOOR SPACE PLANT 1 120,000 SQ. FT.
Grand Rapids, Michigan



GRAND RAPIDS METALCRAFT DIVISION
FLOOR SPACE PLANT 2 82,000 SQ. FT.
Grand Rapids, Michigan

GRAND RAPIDS METALCRAFT DIVISION
FLOOR SPACE PLANT 3 23,000 SQ. FT.
Grand Rapids, Michigan



DANVILLE DIVISION
FLOOR SPACE PLANT 101,810 SQ. FT.
Danville, Illinois

Home Office:
1043 Spruce St.
Detroit 32, Mich.

F. L. JACOBS CO.

Phone:
Woodward
3-8840

New Car and Truck Registrations . . .

Percentage of Year's Total Sales for Each Month, 1940-1952

New Passenger Car Registrations in U. S.

	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	301,379	7.25	472,766	9.34	381,562	6.03	273,161	5.65	274,978	7.88	209,063	6.60	N.A.	....	297,558	7.97	260,216	7.6	*308,835	7.29
February	295,459	7.10	430,797	8.51	408,990	6.46	258,218	5.34	249,781	7.16	214,333	6.77	N.A.	....	299,701	8.03	224,625	6.6	*297,738	7.00
March	322,857	7.76	512,599	10.13	495,885	7.84	360,584	7.45	311,650	8.93	264,714	8.36	N.A.	....	419,396	11.24	312,371	9.2	*375,007	8.86
April	374,288	9.00	467,313	9.23	471,215	7.45	390,932	8.08	330,555	9.45	290,226	9.16	N.A.	...	488,460	13.09	353,239	10.4	*395,778	9.44
May	422,217	10.15	470,446	9.30	488,363	7.72	446,251	9.22	255,638	7.32	286,719	9.06	N.A.	....	514,478	13.79	345,748	10.1	*403,732	9.58
June	423,655	10.19	454,665	8.98	583,937	9.23	432,470	8.94	246,926	7.08	269,863	8.52	N.A.	....	443,470	11.89	318,615	9.3	*396,700	9.27
July	340,454	8.19	406,333	8.03	609,926	9.64	448,477	9.27	291,206	8.34	263,167	8.30	172,961	9.51	391,795	10.50	315,246	9.2	359,952	9.00
August	215,668	5.19	424,422	8.39	683,995	10.81	478,556	9.89	317,788	9.10	264,866	8.36	199,316	10.98	246,595	6.61	211,031	6.2	338,026	8.39
September	318,870	7.67	406,217	8.03	625,755	9.89	459,647	9.50	296,339	8.49	251,655	7.94	219,281	12.08	125,293	3.36	148,000	4.3	316,784	7.92
October	383,385	9.22	373,162	7.37	580,373	9.17	465,765	9.63	291,442	8.35	281,428	8.89	225,180	12.40	165,485	4.43	290,495	8.5	339,635	8.66
November	360,256	8.66	332,099	6.56	444,193	7.02	409,702	8.47	313,230	8.97	258,934	8.18	230,424	12.70	164,747	4.42	301,430	8.8	312,779	8.20
December	399,906	9.62	310,084	6.13	552,259	8.74	414,579	8.56	311,419	8.92	312,263	9.86	274,735	15.14	174,188	4.67	334,889	9.8	342,702	9.05
Total	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	1,815,196¶	....	3,731,166	100%	3,415,905	100%		

New Truck Registrations in U. S.

	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	59,661	7.35	88,058	8.77	67,925	5.95	66,423	6.90	69,486	6.72	62,477	7.10	N.A.	....	50,830	7.93	45,026	8.1	*63,736	7.35
February	59,285	7.30	78,581	7.83	71,698	6.28	67,537	7.02	74,326	7.18	63,752	7.25	N.A.	....	50,124	7.82	40,729	7.3	*63,254	7.25
March	63,364	7.80	86,287	8.60	96,266	8.43	87,165	9.06	94,806	9.16	79,344	9.03	N.A.	....	62,413	9.74	52,290	9.4	*77,742	8.90
April	73,461	9.05	84,961	8.46	92,241	8.06	78,857	8.20	108,168	10.44	85,148	9.69	40,920	6.55	64,236	10.03	54,846	9.8	75,871	8.92
May	71,690	8.83	90,627	9.03	90,786	7.95	86,375	8.98	100,614	9.72	76,901	8.75	56,285	9.00	64,177	10.02	50,543	9.0	76,444	9.03
June	71,471	8.80	87,461	8.71	91,512	8.01	79,069	8.22	87,117	8.42	65,458	7.45	46,488	7.44	62,265	9.72	42,533	7.6	70,375	8.2
July	72,134	8.88	84,021	8.37	117,040	10.25	76,866	7.99	94,036	9.08	71,647	8.15	53,657	8.58	67,412	10.52	49,053	8.8	76,207	8.96
August	57,786	7.12	87,646	8.73	126,533	11.08	85,539	8.89	91,923	8.88	75,912	8.63	62,820	10.05	56,191	8.77	47,472	8.5	76,869	8.96
September	65,381	8.05	84,814	8.45	113,784	9.97	89,251	9.28	85,108	8.22	69,899	7.95	69,514	11.13	43,892	6.85	37,143	6.6	73,198	8.50
October	77,486	9.54	92,281	9.19	101,169	8.84	86,375	8.98	84,284	8.14	87,167	9.92	74,708	11.95	41,352	6.46	47,909	8.6	76,970	9.07
November	70,431	8.67	76,517	7.62	84,167	7.37	79,699	8.29	75,024	7.25	73,737	8.38	63,978	10.23	36,799	5.74	44,444	7.9	67,200	7.94
December	69,949	8.61	62,596	6.24	89,186	7.81	78,805	8.19	70,282	6.79	67,690	7.70	69,453	11.11	41,006	6.40	47,162	8.4	66,237	7.92
Total	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625 249†	....	640,697	100%	559,150	100%		

Combined Car and Truck Registrations in U. S.

	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	361,040	7.26	560,824	9.25	449,487	6.02	339,584	5.85	344,464	7.62	271,540	6.71	N.A.	....	348,388	7.97	305 242	7.7	372,571	7.30
February	354,744	7.14	509,378	8.40	480,688	6.44	325,755	5.62	324,107	7.16	278,085	6.87	N.A.	....	349,825	8.00	365,354	6.7	373,492	7.04
March	386,221	7.77	598,886	9.87	592,151	7.93	447,749	7.72	406,456	8.98	344,058	8.50	N.A.	....	481,809	11.02	364,661	9.2	452,749	8.87
April	447,749	9.01	552,274	9.11	563,456	7.54	469,789	8.10	438,723	9.69	375,374	9.28	N.A.	....	552,696	12.64	408,085	10.3	476,018	9.46
May	493,907	9.94	561,073	9.25	579,149	7.75	532,626	9.18	356,252	7.87	363,620	8.99	N.A.	....	578,655	13.24	396,291	10.0	482,697	9.53
June	495,126	9.96	542,126	8.94	675,449	9.04	511,539	8.82	334,043	7.38	335,321	8.29	N.A.	....	505,735	11.57	361,148	9.1	470,061	9.14
July	412,588	8.30	490,354	8.09	726,966	9.73	525,343	9.06	385,242	8.51	334,814	8.27	226,618	9.29	459,207	10.50	364,299	9.1	436,159	8.98
August	273,454	5.50	512,068	8.44	810,528	10.85	564,095	9.73	409,711	9.05	340,778	8.42	262,136	10.74	302,786	6.93	258,503	6.5	414,895	8.46
September	384,251	7.73	491,031	8.10	739,539	9.90	548,898	9.46	381,447	8.43	321,554	7.95	288,845	11.84	169,185	3.87	185,143	4.6	389,988	7.99
October	460,871	9.27	465,443	7.67	681,542	9.12	552,140	9.52	375,726	8.30	368,595	9.11	299,888	12.29	206,837	4.73	338,404	8.5	416,605	8.72
November	430,687	8.66	408,616	6.74	528,360	7.09	489,401	8.44	388,254	8.58	332,671	8.22	294,402	12.06	201,546	4.61	345,874	8.7	379,979	8.12
December	469,855	9.46	372,680	6.14	641,445	8.59	493,384	8.50	381,701	8.43	379,953	9.39	344,188	14.10	215,194	4.92	382,051	9.6	408,939	8.79
TOTAL	4,970,493	100%	6,064,753	100%	7,468,745	100%	5,800,303	100%	4,526,126	100%	4,046,363	100%	2,440,445‡	....	4,371,863	100%	3,975,055	100%		

¶ Includes 493,299 cars registered in first half.
† Includes 87,376 trucks registered in first quarter.
‡ Includes 724,368 cars and trucks registered in first half.

N.A.: Not available.
* Average for 8 years

New Commercial Car Registrations, 1939-1952, Showing Percentage Of Each State to Total Registration

	1952 Registrations	% of Total	1951 Registrations	% of Total	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	17,721	2.18	23,294	2.32	25,187	2.20	21,674	2.25	22,309	2.16	17,615	2.00	15,705	2.52	15,260	2.382	12,572	2.25	11,978	2.46	18,332	2.27
Arizona	6,611	0.81	7,079	.71	6,980	.61	5,744	.60	6,042	.58	4,811	.55	3,424	.55	3,468	.541	2,600	.46	2,478	.52	4,924	0.59
Arkansas	16,890	2.08	20,617	2.05	24,086	2.11	21,969	2.28	18,289	1.86	14,563	1.66	10,598	1.70	13,636	2.128	10,531	1.88	9,200	1.89	16,038	1.96
California	58,661	7.22	63,284	6.30	66,685	5.84	55,036	5.72	64,009	6.18	58,653	6.67	41,437	6.63	39,453	6.158	30,945	5.53	25,656	5.27	50,382	6.15
Colorado	10,892	1.34	12,669	1.26	15,101	1.32	12,569	1.30	12,285	1.19	9,490	1.08	5,412	.87	6,502	1.015	6,069	1.09	5,935	1.22	9,692	1.17
Connecticut	7,324	0.90	8,229	.82	9,199	.81	7,212	.75	9,903	.96	8,665	.99	6,089	.97	7,735	1.207	6,811	1.22	5,466	1.12	7,663	0.98
Delaware	2,383	0.29	2,748	.27	3,076	.27	2,867	.30	3,238	.31	2,733	.31	1,746	.28	1,983	.310	1,603	.29	1,486	.30	2,386	0.29
Florida	19,980	2.46	22,499	2.24	24,686	2.16	19,769	2.06	19,557	1.88	18,383	2.09	13,412	2.15	12,197	1.904	12,149	2.17	9,375	1.93	17,201	2.10
Georgia	21,464	2.64	29,549	2.94	33,464	2.93	27,354	2.84	28,207	2.73	20,499	2.33	13,446	2.15	15,742	2.457	13,879	2.48	11,702	2.40	21,531	2.59
Idaho	6,612	0.81	8,036	.80	8,387	.73	8,091	.84	8,258	.80	6,110	.70	3,643	.58	4,359	.680	3,811	.68	3,346	.69	6,065	0.73
Illinois	34,479	4.25	45,205	4.50	50,681	4.44	51,130	5.32	52,646	5.09	45,457	5.17	31,393	5.02	31,692	4.947	29,234	5.23	25,353	5.21	39,727	4.92
Indiana	21,374	2.63	29,736	2.96	32,453	2.84	26,062	2.71	27,196	2.63	25,755	2.93	16,534	2.64	19,347	3.020	16,465	2.94	16,857	3.46	23,178	2.88
Iowa	15,914	1.96	22,231	2.21	27,722	2.43	25,823	2.68	26,358	2.54	20,835	2.37	14,058	2.25	14,585	2.276	13,709	2.45	12,245	2.51	19,348	2.37
Kansas	18,108	2.23	19,522	1.94	21,599	1.89	22,234	2.31	22,246	2.15	16,957	1.93	12,154	1.94	12,508	1.952	9,617	1.72	7,079	1.45	16,202	1.95
Kentucky	15,634	1.93	18,897	1.88	24,307	2.13	21,116	2.20	22,170	2.14	17,193	1.96	11,729	1.88	11,395	1.779	9,943	1.78	8,908	1.83	16,129	1.95
Louisiana	15,714	1.93	19,467	1.94	20,573	1.80	18,684	1.94	16,061	1.54	12,653	1.44	9,143	1.45	9,907	1.546	9,313	1.67	8,185	1.68	13,970	1.69
Maine	5,216	0.64	5,624	.56	7,030	.62	6,032	.63	7,497	.72	7,683	.87	4,773	.76	5,646	.881	5,171	.92	4,317	.89	5,899	0.75
Maryland	9,586	1.18	11,187	1.11	12,547	1.10	9,954	1.03	13,267	1.28	12,412	1.40	8,554	1.37	9,138	1.426	7,386	1.32	6,307	1.29	10,034	1.25
Massachusetts	12,974	1.60	14,697	1.46	18,279	1.60	12,698	1.32	17,878	1.73	17,695	2.01	14,915	2.39	15,211	2.374	14,017	2.51	12,931	2.66	15,130	1.97
Michigan	33,711	4.15	40,938	4.08	47,241	4.14	35,257	3.67	39,568	3.81	33,553	3.82	24,203	3.87	22,186	3.463	21,417	3.83	17,704	3.64	31,578	3.85
Minnesota	16,404	2.02	20,044	2.00	26,554	2.32	22,555	2.34	23,996	2.31	17,108	1.95	13,453	2.15	13,103	2.045	12,383	2.21	10,528	2.16	17,613	2.15
Mississippi	16,054	1.98	20,524	2.04	21,424	1.88	18,663	1.94	18,093	1.75	15,264	1.74	12,297	1.97	10,408	1.624	10,374	1.86	8,472	1.74	15,157	1.85
Missouri	22,582	2.78	33,461	3.33	38,586	3.37	31,915	3.32	31,611	3.04	27,631	3.14	21,826	3.49	22,135	3.455	19,510	3.49	16,338	3.36	26,560	3.28
Montana	7,664	0.94	8,866	.88	10,102	.88	9,714	1.01	10,453	1.01	8,243	.94	4,414	.71	5,544	.865	5,156	.92	4,561	.94	7,472	0.91
Nebraska	13,115	1.62	16,922	1.69	18,130	1.59	17,030	1.77	16,664	1.61	12,082	1.37	8,283	1.32	7,754	1.210	6,018	1.08	5,449	1.12	12,145	1.44
Nevada	1,841	0.23	1,874	.19	1,781	.16	1,788	.19	1,654	.16	1,373	.16	1,136	.18	1,130	.176	1,056	.19	876	.18	1,451	0.18
New Hampshire	2,711	0.33	3,249	.32	3,714	.33	3,147	.33	3,838	.37	3,749	.43	1,838	.29	2,879	.449	2,975	.53	2,748	.56	3,085	0.39
New Jersey	18,783	2.31	24,870	2.48	27,549	2.42	23,158	2.41	25,219	2.44	22,604	2.57	17,666	2.83	16,909	2.639	14,379	2.51	12,725	2.61	20,386	2.52
New Mexico	5,885	0.72	6,501	.65	8,797	.77	7,446	.77	6,082	.58	4,952	.56	3,113	.50	4,093	.639	3,684	.66	3,732	.77	5,428	0.66
New York	41,788	5.15	49,840	4.96	57,800	5.06	47,784	4.97	62,446	6.03	56,259	6.40	43,836	7.01	36,203	5.651	34,731	6.21	32,109	6.60	46,280	5.80
North Carolina	23,696	2.92	29,093	2.90	31,904	2.79	27,551	2.86	28,054	2.70	24,445	2.78	15,196	2.43	18,078	2.822	14,409	2.58	12,867	2.64	22,529	2.74
North Dakota	5,932	0.73	7,252	.72	7,632	.67	9,690	1.01	8,283	.80	6,151	.70	3,823	.61	4,671	.729	3,727	.67	2,740	.56	5,990	0.72
Ohio	36,090	4.44	45,467	4.53	52,741	4.62	39,886	4.15	47,755	4.61	45,336	5.16	32,581	5.21	30,389	4.743	26,241	4.69	22,536	4.63	37,902	4.68
Oklahoma	18,750	2.31	22,270	2.22	27,332	2.39	23,677	2.46	22,544	2.18	18,392	2.18	13,346	2.13	13,844	2.160	11,034	1.97	10,198	2.09	18,139	2.21
Oregon	12,712	1.57	14,636	1.46	15,223	1.33	12,865	1.34	15,560	1.50	12,184	1.39	7,465	1.19	8,973	1.401	6,887	1.23	5,873	1.21	11,238	1.36
Pennsylvania	40,949	5.04	53,383	5.33	61,473	5.38	46,306	4.81	60,271	5.82	52,586	5.98	38,014	6.08	38,426	5.998	35,671	6.38	28,915	5.94	45,599	5.68
Rhode Island	2,384	0.29	2,926	.29	3,825	.33	3,479	.36	4,600	.44	3,495	.40	2,606	.42	3,039	.474	2,619	.47	2,283	.47	3,126	0.39
South Carolina	12,151	1.50	14,794	1.47	13,922	1.22	12,148	1.26	12,536	1.21	11,194	1.27	8,405	1.34	7,978	1.245	7,167	1.28	6,431	1.32	10,673	1.31
South Dakota	5,485	0.68	6,980	.70	7,522	.66	8,074	.84	7,872	.76	5,549	.63	3,456	.55	3,538	.552	3,217	.58	2,752	.57	5,445	0.65
Tennessee	18,117	2.23	21,854	2.18	33,279	2.91	26,682	2.77	26,756	2.58	23,206	2.64	15,603	2.50	13,901	2.170	12,367	2.21	9,732	2.00	20,150	2.42
Texas	68,793	8.48	88,701	8.84	99,053	8.67	71,650	7.45	67,737	6.54	55,182	6.28	41,275	6.60	44,296	6.914	37,317	6.67	33,426	6.87	60,743	7.33
Utah	4,944	0.61	5,743	.58	6,263	.55	5,756	.60	5,968	.58	4,612	.52	2,680	.43	3,256	.508	2,830	.51	3,034	.62	4,509	0.55
Vermont	2,527	0.31	2,693	.27	3,001	.26	3,458	.36	4,294	.41	3,946	.45	2,482	.40	2,867	.447	2,313	.41	2,076	.43	2,965	0.38
Virginia	18,315	2.26	22,082	2.20	24,541	2.15	21,648	2.25	23,530	2.27	22,555	2.57	14,224	2.27	15,938	2.488	12,230	2.19	10,391	2.13	18,545	2.28
Washington	11,632	1.43	14,141	1.41	15,201	1.33	14,048	1.46	18,054	1.74	13,780	1.57	9,148	1.46	10,672	1.666	8,416	1.51	7,149	1.47	12,224	1.51
West Virginia	7,929	0.98	11,052	1.10	11,558	1.01	10,451	1.09	12,082	1.17	9,019	1.03	6,639	1.06	8,570	1.338	7,713	1.38	6,604	1.36	9,162	1.15
Wisconsin	16,745	2.06	21,185	2.12	25,076	2.19	22,596	2.35	23,398	2.25	19,729	2.23	13,610	2.18	14,744	2.301	12,850	2.30	10,949	2.25	18,088	2.22
Wyoming	4,440	0.55	5,069	.50	5,932	.52	4,567	.47	4,853	.47	3,492	.40	2,286	.37	2,503	.391	2,348	.42	2,232	.46	3,771	0.46
Dist. of Col.	2,433	0.30	2,870	.29	3,109	.27	2,954	.31	3,987	.39	3,299	.38	2,180	.35	2,936	.454	2,286	.41	2,514	.52	2,853	0.37
TOTAL	812,099	100%	1,003,850	100%	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625,249	100%	640,697	100%	559,150	100%	486,748	100%	814,637	100%

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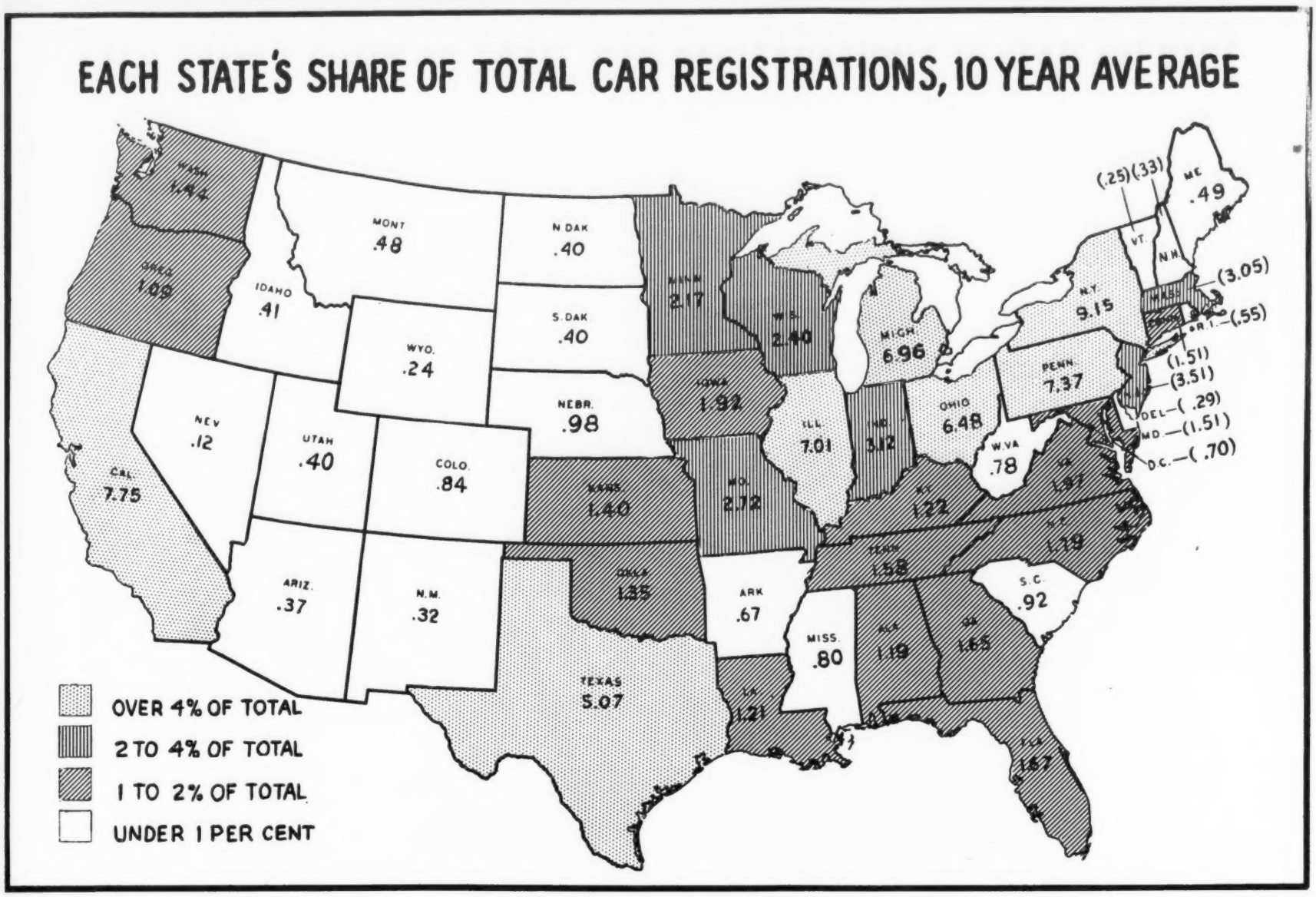


New Passenger Car Registrations, 1939-1952, Showing Percentage Of Each State to Total Registration

STATES	1952 Regis-trations	% of Total	1951 Regis-trations	% of Total	1950 Regis-trations	% of Total	1949 Regis-trations	% of Total	1948 Regis-trations	% of Total	1947 Regis-trations	% of Total	1946 Regis-trations	% of Total	1941 Regis-trations	% of Total	1940 Regis-trations	% of Total	1939 Regis-trations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	51,074	1.23	64,420	1.27	79,156	1.25	58,273	1.20	40,432	1.16	35,508	1.21	21,850	1.21	42,453	1.138	36,326	1.060	30,657	1.16	46,015	1.19
Arizona	18,791	.45	22,040	.44	26,570	.42	20,995	.43	12,994	.37	10,665	.34	5,711	.32	11,603	.311	10,943	.322	8,191	.31	14,850	.37
Arkansas	28,709	.69	37,534	.74	47,003	.74	34,030	.70	21,319	.61	19,786	.63	10,817	.60	23,873	.640	21,916	.642	19,859	.75	26,485	.67
California	346,929	8.34	392,682	7.76	519,999	8.22	389,544	8.05	272,209	7.80	253,341	8.00	136,419	7.52	276,649	7.414	250,894	7.344	187,720	7.08	302,639	7.75
Colorado	34,946	.84	43,172	.85	58,953	.93	42,770	.88	27,942	.80	25,958	.82	13,346	.74	28,054	.752	27,668	.812	24,630	.93	32,744	.84
Connecticut	63,768	1.53	73,246	1.45	86,097	1.36	66,278	1.37	50,745	1.45	48,782	1.54	27,797	1.53	64,606	1.732	56,821	1.663	38,859	1.46	57,700	1.51
Delaware	12,329	.30	15,277	.30	17,421	.28	14,655	.30	9,996	.29	8,846	.28	5,243	.28	11,371	.305	9,962	.293	7,649	.29	11,275	.29
Florida	80,905	1.95	94,103	1.85	116,904	1.85	84,238	1.74	53,746	1.54	49,009	1.55	26,680	1.47	57,598	1.544	55,146	1.614	42,462	1.60	66,079	1.67
Georgia	72,240	1.74	93,854	1.85	113,923	1.80	80,886	1.67	59,703	1.65	53,432	1.68	25,102	1.39	59,300	1.589	52,400	1.534	41,125	1.55	65,197	1.65
Idaho	18,735	.45	23,151	.46	27,355	.43	23,211	.48	14,554	.42	12,093	.38	6,106	.37	13,842	.371	13,120	.384	9,890	.37	16,206	.41
Illinois	295,729	7.11	350,846	6.93	417,871	6.61	345,156	7.13	241,231	6.91	218,536	6.90	122,081	6.72	274,142	7.347	245,552	7.189	193,235	7.28	270,438	7.01
Indiana	122,339	2.94	159,446	3.15	200,112	3.16	148,827	3.08	101,128	2.90	97,223	3.10	55,679	3.07	122,224	3.276	113,479	3.322	84,494	3.18	120,495	3.12
Iowa	71,700	1.72	95,638	1.89	128,114	2.02	102,183	2.11	68,947	1.98	54,837	1.73	33,008	1.82	66,508	1.782	65,617	1.922	59,666	2.25	74,622	1.92
Kansas	63,172	1.52	76,047	1.50	91,572	1.45	74,760	1.55	48,970	1.40	40,864	1.29	23,635	1.30	49,776	1.334	46,598	1.364	34,687	1.31	55,008	1.40
Kentucky	51,716	1.24	62,832	1.24	78,897	1.25	61,597	1.27	43,082	1.23	38,144	1.22	23,291	1.28	42,011	1.126	38,956	1.142	30,806	1.16	47,133	1.22
Louisiana	53,850	1.29	59,212	1.17	81,231	1.28	65,820	1.36	44,925	1.29	35,525	1.12	19,747	1.08	43,504	1.166	37,673	1.105	32,580	1.23	47,407	1.21
Maine	16,967	.41	22,467	.44	29,175	.46	23,140	.48	17,298	.51	15,690	.50	8,473	.47	20,043	.537	19,316	.566	14,204	.54	18,677	.49
Maryland	66,831	1.61	78,073	1.54	93,227	1.47	69,985	1.45	52,762	1.52	48,034	1.52	26,309	1.45	56,579	1.516	51,319	1.502	39,389	1.48	58,251	1.51
Massachusetts	115,195	2.77	137,643	2.72	166,815	2.64	133,288	2.75	102,244	2.93	97,447	3.08	63,188	3.48	125,603	3.366	110,599	3.238	92,480	3.49	114,450	3.05
Michigan	287,842	6.92	343,779	6.79	430,321	6.80	321,421	6.64	250,853	7.19	246,973	7.80	141,115	7.77	258,733	6.934	226,696	6.638	163,017	6.14	267,075	6.96
Minnesota	91,598	2.20	112,416	2.22	153,203	2.42	107,435	2.22	76,781	2.20	60,567	1.91	37,325	2.05	77,038	2.065	73,653	2.158	60,771	2.29	85,079	2.17
Mississippi	33,681	.81	42,386	.84	50,797	.80	40,163	.83	28,242	.81	26,382	.83	13,783	.76	26,931	.722	26,747	.783	22,302	.84	31,141	.80
Missouri	96,788	2.33	140,397	2.77	174,394	2.76	131,269	2.71	93,266	2.68	84,905	2.68	49,606	2.74	102,684	2.752	96,901	2.839	76,705	2.89	104,692	2.72
Montana	20,160	.48	24,735	.49	31,249	.50	23,681	.49	18,014	.52	15,300	.48	7,015	.39	17,142	.459	16,697	.489	13,523	.51	18,752	.48
Nebraska	43,907	1.06	55,510	1.10	67,964	1.07	51,105	1.06	35,234	1.02	28,654	.92	16,786	.93	32,452	.870	28,935	.849	25,715	.97	38,626	.98
Nevada	5,794	.14	6,173	.12	7,672	.12	6,607	.14	5,028	.14	4,597	.02	2,105	.12	4,398	.118	4,075	.119	3,282	.12	4,973	.12
New Hampshire	14,095	.34	16,226	.32	19,154	.30	15,142	.31	10,539	.30	10,790	.34	5,099	.28	13,270	.356	13,377	.393	10,328	.39	12,804	.33
New Jersey	148,936	3.58	179,333	3.54	210,785	3.33	165,842	3.43	116,945	3.35	106,585	3.38	63,784	3.51	134,584	3.607	127,338	3.728	96,049	3.62	135,018	3.51
New Mexico	15,462	.37	18,512	.37	23,289	.36	17,571	.36	10,897	.31	8,969	.28	4,685	.26	10,244	.275	10,039	.294	8,315	.31	12,798	.32
New York	342,044	8.23	420,720	8.31	542,195	8.57	415,634	8.59	338,254	9.69	308,710	9.75	183,070	10.08	331,730	8.891	320,806	9.392	264,287	9.96	346,745	9.15
North Carolina	78,399	1.89	98,339	1.94	119,477	1.89	93,514	1.93	59,584	1.71	54,756	1.73	30,648	1.68	65,727	1.761	56,760	1.663	46,160	1.74	70,336	1.79
North Dakota	18,091	.44	23,213	.46	27,549	.44	22,905	.47	13,359	.38	11,894	.38	6,046	.34	13,621	.365	12,358	.363	9,805	.37	15,884	.40
Ohio	257,446	6.19	315,606	6.24	388,389	6.14	302,830	6.26	220,248	6.31	215,359	6.80	124,689	6.86	256,034	6.862	233,439	6.834	167,526	6.31	248,157	6.48
Oklahoma	55,962	1.35	69,112	1.37	90,591	1.43	65,563	1.36	44,942	1.29	39,119	1.24	24,510	1.35	46,226	1.239	45,966	1.346	39,627	1.49	52,162	1.35
Oregon	51,215	1.23	58,446	1.15	72,261	1.14	55,212	1.14	39,655	1.14	34,121	1.08	17,520	.97	41,558	1.114	34,358	1.006	25,574	.96	42,992	1.09
Pennsylvania	302,867	7.28	367,310	7.28	435,035	6.88	336,446	6.95	257,764	7.38	228,733	7.22	137,695	7.58	289,285	7.753	274,035	8.023	196,201	7.39	282,537	7.37
Rhode Island	20,027	.48	24,516	.48	32,884	.52	24,463	.51	19,816	.57	18,261	.58	10,052	.53	22,337	.599	19,509	.572	16,306	.61	20,817	.55
South Carolina	37,789	.91	49,138	.97	58,073	.92	45,543	.95	30,599	.88	28,705	.92	16,635	.92	35,611	.954	30,432	.892	25,100	.95	35,758	.92
South Dakota	17,678	.43	22,403	.44	28,158	.45	22,215	.46	14,338	.41	10,808	.34	6,281	.34	12,451	.334	12,296	.360	10,589	.40	15,722	.40
Tennessee	59,426	1.43	70,924	1.40	105,144	1.66	78,850	1.64	60,141	1.72	59,732	1.89	30,689	1.69	56,115	1.504	49,922	1.462	37,468	1.41	60,842	1.58
Texas	238,687	5.74	288,935	5.71	366,050	5.79	243,837	5.04	168,379	4.82	139,780	4.42	88,069	4.85	174,314	4.672	160,056	4.686	132,313	4.99	200,042	5.07
Utah	18,190	.44	21,923	.43	27,670	.44	21,366	.44	13,874	.40	12,278	.39	6,280	.35	13,156	.353	12,689	.372	10,038	.38	15,746	.40
Vermont	8,818	.21	11,457	.23	13,554	.22	13,355	.28	8,991	.26	8,164	.26	4,167	.23	10,204	.273	8,792	.259	6,666	.25	9,417	.25
Virginia	89,228	2.15	104,683	2.07	138,886	2.07	104,106	2.15	73,515	2.11	67,435	2.13	31,573	1.74	73,808	1.978	57,840	1.693	42,172	1.59	77,525	1.97
Washington	56,449	1.36	70,792	1.40	91,061	1.44	74,241	1.54	54,109	1.55	47,711	1.51	25,565	1.40	58,613	1.571	46,497	1.362	33,316	1.26	55,835	1.44
West Virginia	32,631	.78	41,345	.82	45,807	.72	36,293	.75	25,098	.72	22,882	.72	13,432	.74	33,166	.889	31,102	.912	22,955	.87	30,471	.78
Wisconsin	97,225	2.34	121,821	2.41	151,161	2.39	120,845	2.50	84,224	2.41	71,116	2.25	44,608	2.46	91,109	2.442	83,340	2.442	61,873	2.33	92,732	2.40
Wyoming	11,104	.26	12,837	.25	17,804	.28	12,023	.25	8,766	.25	7,049	.22	3,834	.21	8,700	.233	7,775	.228	7,174	.27	9,707	.24
District of Columbia	20,930	.50	26,233	.53	33,466	.53	29,209	.60	25,270	.72	23,186	.73	14,048	.77	30,186	.809	29,170	.825	25,637	.97	25,734	.73
TOTAL	4,158,394	100%	5,060,903	100%	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	1,815,196	100%	3,731,166	100%	3,415,906	100%	2,663,377	100%	3,865,790	100%

A Fine Car and a Fine Dealer Organization

keynote the story of

A Great Success!

Success as we see it in the automotive industry is infinitely more than building a certain number of automobiles. We believe that success is truly measured by the degree to which a company and its dealer organization serve the American public in the broadest sense. Judged by these standards, Pontiac and its dealers can look upon their joint achievements with unqualified satisfaction.

As a manufacturer, we have developed a product that is unique: *It offers quality and features common to the very highest priced cars; yet, it sells for just a few dollars above the lowest!* Thus, it is a car which appeals to those millions of people of taste and discernment who instinctively prefer the very best, but who by choice or necessity are economy-minded.

By bringing such a car in such quantities to such a large and clearly defined segment of the public, the Pontiac dealer organization has been instrumental in creating the happiest body of automobile owners in America. These Pontiac dealers follow sound and forward-looking business practices. They compete vigorously and cleanly. They are important, respected and permanent members of their communities. And their sales and service facilities are, dealer for dealer, unsurpassed.

We have come a long way together. And together we look to the future with keen anticipation.

Dollar for Dollar you can't beat a

Pontiac

A GENERAL MOTORS MASTERPIECE

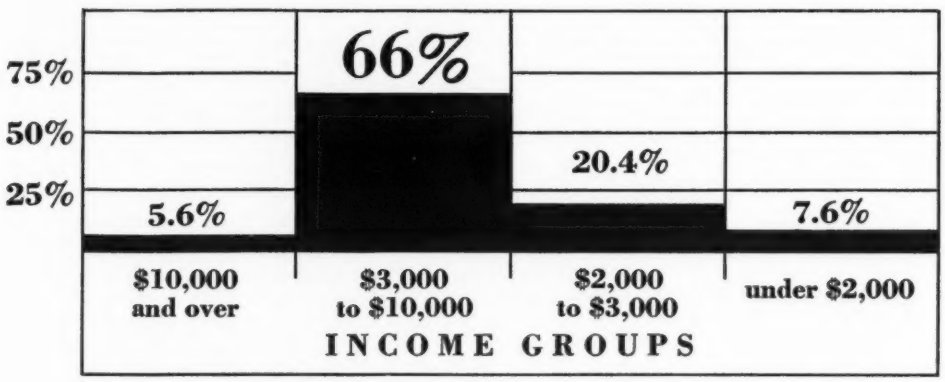
Parking problem that's easy to solve

If you've got advertising dollars to unload, parking them is no problem. Advertising space is easy to find. But getting the most and best space for your money—that's another matter.

We think that for selling automobiles, there's no space like Collier's. Here's why.

What kind of people make the best new-car prospects? An authoritative survey shows that 66% of all automobiles are purchased by folks who earn from $3,000 to $10,000 a year. Take a look at the figures:

AUTOMOBILE SALES BY INCOME GROUPS



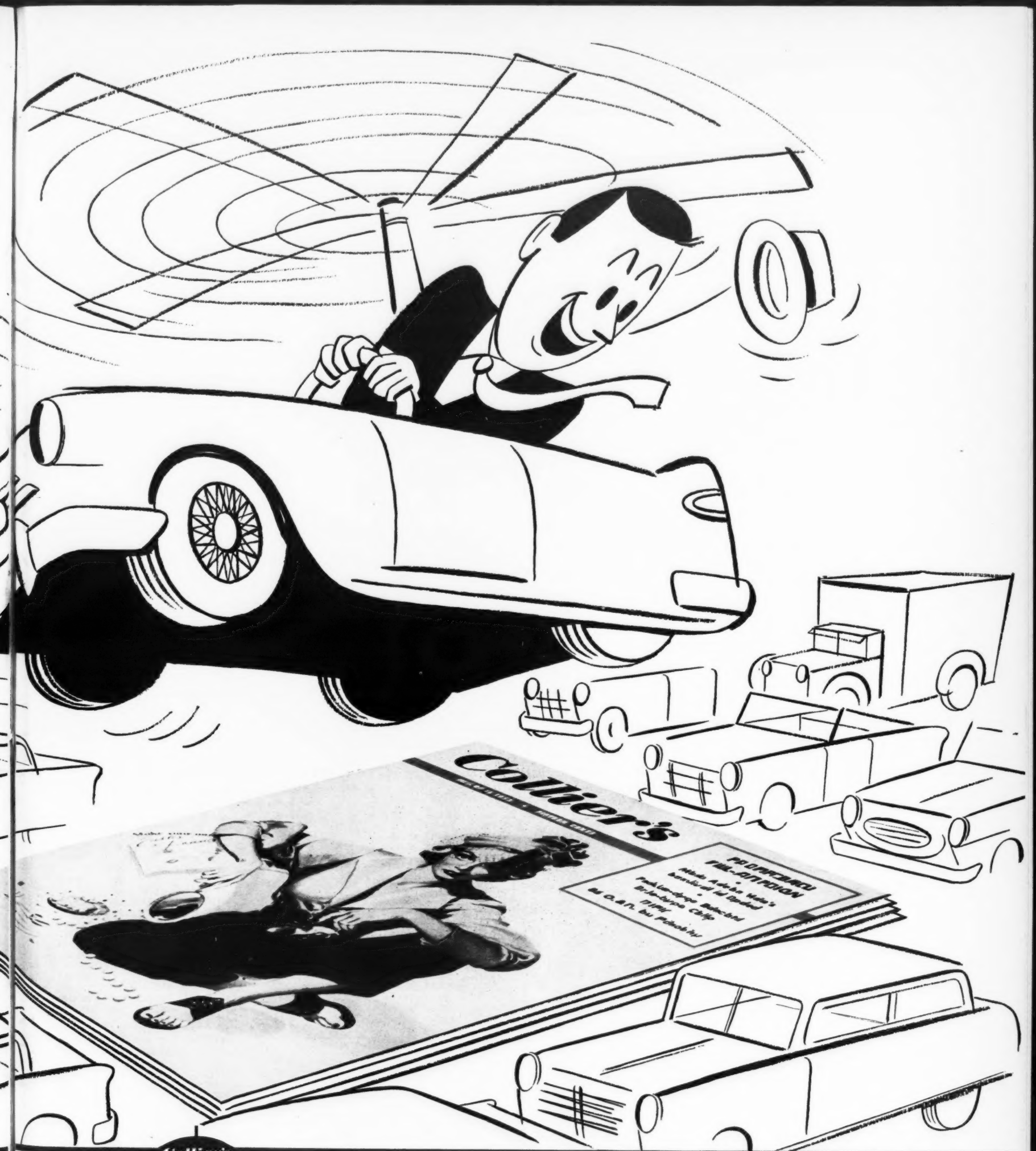
Collier's has 72% of its circulation concentrated in this motor-minded 3 to 10 thousand dollar bracket.

This year Collier's readers will buy over 800 million dollars' worth of cars. And they'll spend millions for repairs and service, too.

Know any smarter place to park your advertising dollars?

Collier's Makes Things Happen in the Car Service Field

Three times a year—spring, summer and fall—Collier's publishes a two-page feature on "Preventive Service," stressing the importance of keeping cars in shape for top performance. Result: Collier's readers are repair-minded, spent millions of dollars last year for parts and accessories alone. The last "Preventive Service" spread appeared in the March 28th issue.



Collier's
National Coverage
at Rational Cost

Collier's

MAKES THINGS HAPPEN

The Crowell-Collier Publishing Company, Detroit Office: General Motors Building, Detroit 2, Michigan

Final Standings . . .

1952 Car, Truck Registrations

Cars

1952 Pos.	Make	1951 Pos.
1—852,542	Chev.	1,067,042— 1
2—732,481	Ford	862,309— 2
3—433,134	Plym.	542,649— 3
4—310,806	Buick	392,285— 4
5—266,351	Pontiac	337,821— 5
6—246,464	Dodge	298,603— 6
7—218,189	Olds.	273,472— 7
8—185,883	Mercury	233,339— 8
9—157,902	Stude.	205,514— 9
10—142,520	Nash	140,035—11
11—113,392	Chrysler	149,435—10
12— 91,677	DeSoto	112,643—12
13— 87,806	Cadillac	97,093—13
14— 78,509	Hudson	96,847—14
15— 66,346	Packard	66,999—15
16— 41,022	Kaiser	52,286—16
17— 41,016	Willys	26,049—18
18— 29,110	Lincoln	25,816—19
19— 28,718	Henry J	51,372—17
20— 4,804	Austin	3,800—21
21— 3,854	Brit. Ford	3,508—22
22— 2,679	Crosley	5,304—20
23— 1,566	Allstate	
Total All Makes		
4,158,394		5,060,903

Trucks

1952 Pos.	Make	1951 Pos.
1—272,249	Chev.	350,344— 1
2—179,523	Ford	250,802— 2
3—102,129	Dodge	106,600— 3
4— 92,788	Int'l	95,184— 5
5— 79,612	GMC	100,285— 4
6— 28,985	Stude.	32,675— 6
7— 20,356	Willys	24,292— 7
8— 10,858	White	12,260— 8
9— 7,138	Mack	9,794— 9
10— 3,420	Diam. T	4,508—10
11— 3,393	Reo	3,427—12
12— 2,752	Divco	3,752—11
13— 1,752	Brockway	2,182—13
14— 1,595	Autocar	2,112—14
15— 841	Federal	1,008—15
16— 705	Kenworth	668—17
17— 543	FWD	501—18
18— 541	Pontiac	908—16
19— 250	White-Ster.	334—20
20— 243	Crosley	434—19
21— 236	Peterbilt	301—21
Total All Makes		
812,099		1,003,850

Factory Car Sales

By Body Types

1952	
4-Door Sedans	2,259,165
2-Door Sedans, Coaches and Coupes*	1,214,904
Business Coupes	29,000
Hard-Top Coupes and Sedans	539,508
Convertibles	100,116
Station Wagons	169,036
Chassis	9,064
TOTAL	4,320,793
1951	
4-Door Sedans	2,712,256
2-Door Sedans, Coaches and Coupes*	1,773,729
Business Coupes	53,876
Hard-Top Coupes and Sedans	487,856
Convertibles	143,388
Station Wagons	149,381
Chassis	16,449
TOTAL	5,336,935
1950	
4-Door Sedans	3,246,996
2-Door Sedans, Coaches and Coupes*	2,704,079
Business Coupes	89,587
Hard-Top Coupes and Sedans	266,680
Convertibles	208,090
Station Wagons	141,697
Chassis	8,743
TOTAL	6,665,863
1949	
4-Door Sedans	2,519,894
2-Door Sedans, Coaches and Coupes*	2,192,825
Business Coupes	82,355
Hard-Top Coupes and Sedans	10,431
Convertibles	215,635
Station Wagons	88,410
Chassis	9,916
TOTAL	5,119,466
1948	
4-Door Sedans	1,968,946
2-Door Sedans, Coaches and Coupes*	1,554,687
Business Coupes	63,372
Convertibles	196,597
Station Wagons	102,463
Chassis	23,205
TOTAL	3,909,270

*Except Business Coupes.
Source: Automobile Mfrs. Assn.

States' and Makers' Passenger Car Sales Figures

1952 Compared with 1951

Figures in this table are supplied by R. L. Polk & Co.

List of States in Order of VOLUME of Sales of Passenger Cars

STATE	1952	1952 Pos.	1951	1951 Pos.	Unit Gain or Loss	Pct. Gain or Loss
California	346,929	1	392,682	2	— 45,753	—11.65
New York	342,044	2	420,720	1	— 78,676	—18.70
Pennsylvania	302,867	3	367,310	3	— 64,443	—17.54
Illinois	295,729	4	350,846	4	— 55,117	—15.71
Michigan	287,842	5	343,779	5	— 55,937	—16.27
Ohio	257,446	6	315,606	6	— 58,160	—18.43
Texas	238,687	7	288,935	7	— 50,248	—17.39
New Jersey	148,936	8	179,333	8	— 30,397	—16.95
Indiana	122,339	9	159,446	9	— 37,107	—23.27
Massachusetts	115,195	10	137,643	11	— 22,448	—16.31
Wisconsin	97,225	11	121,821	12	— 24,596	—20.19
Missouri	96,788	12	140,397	10	— 43,609	—31.06
Minnesota	91,598	13	112,416	13	— 20,818	—18.52
Virginia	89,228	14	104,683	14	— 15,455	—14.76
Florida	80,905	15	94,103	18	— 13,198	—14.03
North Carolina	78,399	16	98,339	16	— 19,940	—20.38
Georgia	72,240	17	93,854	15	— 21,614	—23.03
Iowa	71,700	18	95,638	17	— 23,938	—25.03
Maryland	66,831	19	78,073	19	— 11,242	—14.40
Connecticut	63,768	20	73,246	21	— 9,478	—12.94
Kansas	63,172	21	76,047	20	— 12,875	—16.93
Tennessee	59,426	22	70,924	22	— 11,498	—16.21
Washington	56,449	23	70,792	23	— 14,343	—20.26
Oklahoma	55,962	24	69,112	24	— 13,150	—19.03
Louisiana	53,850	25	59,212	27	— 5,362	— 9.06
Kentucky	51,716	26	62,832	26	— 11,116	—17.69
Oregon	51,215	27	58,446	28	— 7,231	—12.37
Alabama	51,074	28	64,420	25	— 13,346	—20.72
Nebraska	43,907	29	55,510	29	— 11,603	—20.90
South Carolina	37,789	30	49,138	30	— 11,349	—23.10
Colorado	34,946	31	43,172	31	— 8,226	—19.05
Mississippi	33,681	32	42,386	32	— 8,705	—20.54
West Virginia	32,631	33	41,345	33	— 8,714	—21.08
Arkansas	28,709	34	37,534	34	— 8,825	—23.51
District of Columbia	20,930	35	26,233	35	— 5,303	—20.21
Montana	20,160	36	24,735	36	— 4,575	—18.50
Rhode Island	20,027	37	24,516	37	— 4,489	—18.31
Arizona	18,791	38	22,040	42	— 3,249	—14.74
Idaho	18,735	39	23,151	39	— 4,416	—19.07
Utah	18,190	40	21,923	43	— 3,733	—17.03
North Dakota	18,091	41	23,213	38	— 5,122	—22.07
South Dakota	17,678	42	22,403	41	— 4,725	—21.09
Maine	16,967	43	22,467	40	— 5,500	—24.48
New Mexico	15,462	44	18,512	44	— 3,050	—16.48
New Hampshire	14,095	45	16,226	45	— 2,131	—13.13
Delaware	12,329	46	15,277	46	— 2,948	—19.30
Wyoming	11,104	47	12,837	47	— 1,733	—13.50
Vermont	8,818	48	11,457	48	— 2,639	—23.03
Nevada	5,794	49	6,173	49	— 379	— 6.14
TOTALS	4,158,394		5,060,903		—902,509	—17.83

List of States in Order of PERCENTAGE of Sales INCREASE of Passenger Cars

STATE	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1952	1952 Pos.	1951	1951 Pos.
Nevada	— 6.14	— 379	1	5,794	49	6,173	49
Louisiana	— 9.06	— 5,362	2	53,850	25	59,212	27
California	—11.65	— 45,753	3	346,929	1	392,682	2
Oregon	—12.37	— 7,231	4	51,215	27	58,446	28
Connecticut	—12.94	— 9,478	5	63,768	20	73,246	21
New Hampshire	—13.13	— 2,131	6	14,095	45	16,226	45
Wyoming	—13.50	— 1,733	7	11,104	47	12,837	47
Florida	—14.03	— 13,198	8	80,905	15	94,103	18
Maryland	—14.40	— 11,242	9	66,831	19	78,073	19
Arizona	—14.74	— 3,249	10	18,791	38	22,040	42
Virginia	—14.76	— 15,455	11	89,228	14	104,683	14
Illinois	—15.71	— 55,117	12	295,729	4	350,846	4
Tennessee	—16.21	— 11,498	13	59,426	22	70,924	22
Michigan	—16.27	— 55,937	14	287,842	5	343,779	5
Massachusetts	—16.31	— 22,448	15	115,195	10	137,643	11
New Mexico	—16.48	— 3,050	16	15,462	44	18,512	44
Kansas	—16.93	— 12,875	17	63,172	21	76,047	20
New Jersey	—16.95	— 30,397	18	148,936	8	179,333	8
Utah	—17.03	— 3,733	19	18,190	40	21,923	43
Texas	—17.39	— 50,248	20	238,687	7	288,935	7
Pennsylvania	—17.54	— 64,443	21	302,867	3	367,310	3
Kentucky	—17.69	— 11,116	22	51,716	26	62,832	26
Rhode Island	—18.31	— 4,489	23	20,027	37	24,516	37
Ohio	—18.43	— 58,160	24	257,446	6	315,606	6
Montana	—18.50	— 4,575	25	20,160	36	24,735	36
Minnesota	—18.52	— 20,818	26	91,598	13	112,416	13
New York	—18.70	— 78,676	27	342,044	2	420,720	1
Oklahoma	—19.03	— 13,150	28	55,962	24	69,112	24
Colorado	—19.05	— 8,226	29	34,946	31	43,172	31
Idaho	—19.07	— 4,416	30	18,735	39	23,151	39
Delaware	—19.30	— 2,948	31	12,329	46	15,277	46
Wisconsin	—20.19	— 24,596	32	97,225	11	121,821	12
District of Columbia	—20.21	— 5,303	33	20,930	35	26,233	35
Washington	—20.26	— 14,343	34	56,449	23	70,792	23
North Carolina	—20.28	— 19,940	35	78,399	16	98,339	16
Mississippi	—20.54	— 8,705	36	33,681	32	42,386	32
Alabama	—20.72	— 13,346	37	51,074	28	64,420	25
Nebraska	—20.90	— 11,603	38	43,907	29	55,510	29
West Virginia	—21.08	— 8,714	39	32,631	33	41,345	33
South Dakota	—21.09	— 4,725	40	17,678	42	22,403	41
North Dakota	—22.07	— 5,122	41	18,091	41	23,213	38
Georgia	—23.03	— 21,614	42	72,240	17	93,854	15
Vermont	—23.03	— 2,639	43	8,818	48	11,457	48
South Carolina	—23.10	— 11,349	44	37,789	30	49,138	30
Indiana	—23.27	— 37,107	45	122,339	9	159,446	9
Arkansas	—23.51	— 8,825	46	28,709	34	37,534	34
Maine	—24.48	— 5,500	47	16,967	43	22,467	40
Iowa	—25.03	— 23,938	48	71,700	18	95,638	17
Missouri	—31.06	— 43,609	49	96,788	12	140,397	10
TOTALS	—17.83	—902,509		4,158,394		5,060,903	

Makers' Volume Gains

List of Passenger Car Manufacturers in Order of VOLUME of Sales, 1952-1951

	1952	1952 Pos.	1951	1951 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	852,542	1	1,067,042	1	—214,500	—20.10
Ford	732,481	2	862,309	2	—129,828	—15.06
Plymouth	433,134	3	542,649	3	—109,515	—20.18
Buick	310,806	4	392,285	4	— 81,479	—20.77
Pontiac	266,351	5	337,821	5	— 71,470	—21.16
Dodge	246,464	6	298,603	6	— 52,139	—17.46
Oldsmobile	218,189	7	273,472	7	— 55,283	—20.22
Mercury	185,883	8	233,339	8	— 47,456	—20.34
Studebaker	157,902	9	205,514	9	— 47,612	—23.17
Nash	142,520	10	140,035	11	+ 2,485	+ 1.77
Chrysler	113,392	11	149,435	10	— 36,043	—24.12
DeSoto	91,677	12	112,643	12	— 20,966	—18.61
Cadillac	87,806	13	97,093	13	— 9,287	— 9.57
Hudson	78,509	14	96,847	14	— 18,338	—18.94
Packard	66,346	15	66,999	15	— 653	— 0.97
Kaiser	41,022	16	52,286	16	— 11,264	—21.54
Willys	41,016	17	26,049	18	+ 14,967	+57.46
Lincoln	29,110	18	25,816	19	+ 3,294	+12.76
Henry J	28,718	19	51,372	17	— 22,654	—44.10
Austin	4,804	20	3,800	21	+ 1,004	+26.42
British Ford	3,854	21	3,508	22	+ 346	+ 9.86
Crosley	2,679	22	5,304	20	— 2,625	—49.49
Allstate	1,566	23	....	..	....	....
Miscellaneous	21,623		16,682		+ 4,941	+29.62
TOTAL	4,158,394		5,060,903		—902,509	—17.83

Makers' Percentage Gains

List of Passenger Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1952-1951

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1952	1952 Pos.	1951	1951 Pos.
Allstate	+100.00	+ 1,566	1	1,566	23	.....	..
Willys	+ 57.46	+ 14,967	2	41,016	17	26,049	18
Austin	+ 26.42	+ 1,004	3	4,804	20	3,800	21
Lincoln	+ 12.76	+ 3,294	4	29,110	18	25,816	19
British Ford	+ 9.86	+ 346	5	3,854	21	3,508	22
Nash	+ 1.77	+ 2,485	6	142,520	10	140,035	11
Packard	— 0.97	— 653	7	66,346	15	66,999	15
Cadillac	— 9.57	— 9,287	8	87,806	13	97,093	13
Ford	— 15.06	—129,828	9	732,481	2	862,309	2
Dodge	— 17.46	— 52,139	10	246,464	6	298,603	6
DeSoto	— 18.61	— 20,966	11	91,677	12	112,643	12
Hudson	— 18.94	— 18,338	12	78,509	14	96,847	14
Chevrolet	— 20.10	—214,500	13	852,542	1	1,067,042	1
Plymouth	— 20.18	—109,515	14	433,134	3	542,649	3
Oldsmobile	— 20.22	— 55,283	15	218,189	7	273,472	7
Mercury	— 20.34	— 47,456	16	185,883	8	233,339	8
Buick	— 20.77	— 81,479	17	310,806	4	392,285	4
Pontiac	— 21.16	— 71,470	18	266,351	5	337,821	5
Kaiser	— 21.54	— 11,264	19	41,022	16	52,286	16
Studebaker	— 23.17	— 47,612	20	157,902	9	205,514	9
Chrysler	— 24.12	— 36,043	21	113,392	11	149,435	10
Henry J	— 44.10	— 22,654	22	28,718	19	51,372	17
Crosley	— 49.49	— 2,625	23	2,679	22	5,304	20
Miscellaneous	+ 29.62	+ 4,941		21,623		16,682	
TOTAL		—902,509		4,158,394		5,060,903	

Each Maker's Share . . .

New Passenger-Car Sales, 1952-1951

	Total Sales 1952	Percent Share of '52 Market	Total Sales 1951	Percent Share of '51 Market	Change
CHRYSLER CORP.	884,667	21.28	1,103,330	21.80	— .52
Chrysler	113,392	2.72	149,435	2.95	— .23
DeSoto	91,677	2.21	112,643	2.23	— .02
Dodge	246,464	5.93	298,603	5.90	+ .03
Plymouth	433,134	10.42	542,649	10.72	— .30
FORD MOTOR CO.	947,474	22.79	1,121,464	22.16	+ .63
Ford	732,481	17.62	862,309	17.04	+ .58
Lincoln	29,110	.70	25,816	.51	+ .19
Mercury	185,883	4.47	233,339	4.61	— .14
GENERAL MOTORS	1,735,694	41.73	2,167,713	42.83	—1.10
Buick	310,806	7.47	392,285	7.75	— .28
Cadillac	87,806	2.12	97,093	1.92	+ .20
Chevrolet	852,542	20.50	1,067,042	21.08	— .58
Oldsmobile	218,189	5.24	273,472	5.40	— .16
Pontiac	266,351	6.40	337,821	6.68	— .28
KAISER-FRAZER	71,306	1.71	103,658	2.05	— .34
Frazer					
Henry J	28,718	.69	51,372	1.02	— .33
Allstate	1,566	.03			+ .03
Kaiser	41,022	.99	52,286	1.03	— .04
BRITISH FORD	3,854	.10	3,508	.07	+ .03
AUSTIN	4,804	.11	3,800	.08	+ .03
CROSLEY	2,679	.06	5,304	.11	— .05
HUDSON	78,509	1.89	96,847	1.91	— .02
NASH	142,520	3.43	140,035	2.77	+ .66
PACKARD	66,346	1.60	66,999	1.32	+ .28
STUDEBAKER	157,902	3.80	205,514	4.06	— .26
WILLYS-OVERLAND	41,016	.99	26,049	.51	+ .48
MISCELLANEOUS	21,623	.51	16,682	.33	+ .18
Total	4,158,394	100.00	5,060,903	100.00	

—Automotive News compilations from R. L. Polk & Co. data

Alltime Record Sales Statistics

Totals in Operation (As of July 1, 1952)

Cars	39,769,471
Trucks	8,419,855

Average Annual Scrappage (1925 through 1952)

Cars	1,757,623
Trucks	292,264

Best New-Vehicle Sales Years

CARS

1950	6,326,438
1951	5,060,903
1952	4,158,394
1929	3,880,206
1941	3,731,166
1948	3,490,952
1937	3,483,752

TRUCKS

1950	1,142,307
1948	1,035,174
1951	1,003,850
1949	961,961
1947	879,132
1952	812,099
1941	640,697
1946	625,249

Best New-Vehicle Sales Months

CARS

August, 1950	683,995
September, 1950	625,755
July, 1950	609,926
June, 1950	583,922
October, 1950	580,373
December, 1950	552,259
May, 1941	515,034
March, 1951	512,599

TRUCKS

August, 1950	126,533
July, 1950	117,040
September, 1950	113,784
April, 1948	108,168
October, 1950	101,169
May, 1948	100,614
March, 1950	96,266

Leading States, Vehicles in Operation (As of July 1, 1952)

CARS

California	3,956,567
New York	3,212,103
Pennsylvania	2,561,908
Ohio	2,392,146
Illinois	2,377,606
Texas	2,080,411
Michigan	2,040,966

TRUCKS

California	686,339
Texas	595,931
Pennsylvania	434,135
New York	428,895
Illinois	382,116
Ohio	346,437
Michigan	282,021

States' and Makers' Truck Sales Figures

1952 Compared with 1951

List of States in Order of VOLUME

	1952	1952 Pos.	1951	1951 Pos.	Unit Gain or Loss	Pct. Gain or Loss
Texas	68,793	1	88,701	1	— 19,908	—22.44
California	58,661	2	63,284	2	— 4,623	— 7.31
New York	41,788	3	49,840	4	— 8,052	—16.16
Pennsylvania	40,949	4	53,383	3	— 12,434	—23.29
Ohio	36,090	5	45,467	5	— 9,377	—20.62
Illinois	34,479	6	45,205	6	— 10,726	—23.73
Michigan	33,711	7	40,938	7	— 7,227	—17.65
North Carolina	23,696	8	29,093	11	— 5,397	—18.55
Missouri	22,582	9	33,461	8	— 10,879	—32.51
Georgia	21,464	10	29,549	10	— 8,085	—27.36
Indiana	21,374	11	29,736	9	— 8,362	—28.12
Florida	19,980	12	22,499	14	— 2,519	—11.20
New Jersey	18,783	13	24,870	12	— 6,087	—24.48
Oklahoma	18,750	14	22,270	15	— 3,520	—15.81
Virginia	18,315	15	22,082	17	— 3,767	—17.06
Tennessee	18,117	16	21,854	18	— 3,737	—17.10
Kansas	18,108	17	19,522	23	— 1,414	— 7.24
Alabama	17,721	18	23,294	13	— 5,573	—23.92
Arkansas	16,890	19	20,617	20	— 3,727	—18.08
Wisconsin	16,745	20	21,185	19	— 4,440	—20.96
Minnesota	16,404	21	20,044	22	— 3,640	—18.16
Mississippi	16,054	22	20,524	21	— 4,470	—21.78
Iowa	15,914	23	22,231	16	— 6,317	—28.42
Louisiana	15,714	24	19,467	24	— 3,753	—19.28
Kentucky	15,634	25	18,897	25	— 3,263	—17.27
Nebraska	13,115	26	16,922	26	— 3,807	—22.50
Massachusetts	12,974	27	14,697	28	— 1,723	—11.72
Oregon	12,712	28	14,636	29	— 1,924	—13.15
South Carolina	12,151	29	14,794	27	— 2,643	—17.87
Washington	11,632	30	14,141	30	— 2,509	—17.74
Colorado	10,892	31	12,669	31	— 1,777	—14.03
Maryland	9,586	32	11,187	32	— 1,601	—14.31
West Virginia	7,929	33	11,052	33	— 3,123	—28.26
Montana	7,664	34	8,866	34	— 1,202	—13.56
Connecticut	7,324	35	8,229	35	— 905	—11.00
Idaho	6,612	36	8,036	36	— 1,424	—17.72
Arizona	6,611	37	7,079	38	— 468	— 6.61
North Dakota	5,932	38	7,252	37	— 1,320	—18.20
New Mexico	5,885	39	6,501	40	— 616	— 9.48
South Dakota	5,485	40	6,980	39	— 1,495	—21.42
Maine	5,216	41	5,624	42	— 408	— 7.25
Utah	4,944	42	5,743	41	— 799	—13.91
Wyoming	4,440	43	5,069	43	— 629	—12.41
New Hampshire	2,711	44	3,249	44	— 538	—16.56
Vermont	2,527	45	2,693	48	— 166	— 6.16
District of Columbia	2,433	46	2,870	46	— 437	—15.23
Rhode Island	2,384	47	2,926	45	— 542	—18.52
Delaware	2,383	48	2,748	47	— 365	—13.28
Nevada	1,841	49	1,874	49	— 33	— 1.76
TOTALS	812,099		1,003,850		—191,751	—19.10

List of States in Order of PERCENTAGE of Sales INCREASE

	Pct. Gain or Loss	Unit Gain or Loss	Gain Pos.	1952	1952 Pos.	1951	1951 Pos.
Nevada	— 1.76	— 33	1	1,841	49	1,874	49
Vermont	— 6.16	— 166	2	2,527	45	2,693	48
Arizona	— 6.61	— 468	3	6,611	37	7,079	38
Kansas	— 7.24	— 1,414	4	18,108	17	19,522	23
Maine	— 7.25	— 408	5	5,216	41	5,624	42
California	— 7.31	— 4,623	6	58,661	2	63,284	2
New Mexico	— 9.48	— 616	7	5,885	39	6,501	40
Connecticut	—11.00	— 905	8	7,324	35	8,229	35
Florida	—11.20	— 2,519	9	19,980	12	22,499	14
Massachusetts	—11.72	— 1,723	10	12,974	27	14,697	28
Wyoming	—12.41	— 629	11	4,440	43	5,069	43
Oregon	—13.15	— 1,924	12	12,712	28	14,636	29
Delaware	—13.28	— 365	13	2,383	48	2,748	47
Montana	—13.56	— 1,202	14	7,664	34	8,866	34
Utah	—13.91	— 799	15	4,944	42	5,743	41
Colorado	—14.03	— 1,777	16	10,892	31	12,669	31
Maryland	—14.31	— 1,601	17	9,586	32	11,187	32
Dist. of Columbia	—15.23	— 437	18	2,433	46	2,870	46
Oklahoma	—15.81	— 3,520	19	18,750	14	22,270	15
New York	—16.16	— 8,052	20	41,788	3	49,840	4
New Hampshire	—16.56	— 538	21	2,711	44	3,249	44
Virginia	—17.06	— 3,767	22	18,315	15	22,082	17
Tennessee	—17.10	— 3,737	23	18,117	16	21,854	18
Kentucky	—17.27	— 3,263	24	15,634	25	18,897	25
Michigan	—17.65	— 7,227	25	33,711	7	40,938	7
Idaho	—17.72	— 1,424	26	6,612	36	8,036	36
Washington	—17.74	— 2,509	27	11,632	30	14,141	30
South Carolina	—17.87	— 2,643	28	12,151	29	14,794	27
Arkansas	—18.08	— 3,727	29	16,890	19	20,617	20
Minnesota	—18.16	— 3,640	30	16,404	21	20,044	22
North Dakota	—18.20	— 1,320	31	5,932	38	7,252	37
Rhode Island	—18.52	— 542	32	2,384	47	2,926	45
North Carolina	—18.55	— 5,397	33	23,696	8	29,093	11
Louisiana	—19.28	— 3,753	34	15,714	24	19,467	24
Ohio	—20.62	— 9,377	35	36,090	5	45,467	5
Wisconsin	—20.96	— 4,440	36	16,745	20	21,185	19
South Dakota	—21.42	— 1,495	37	5,485	40	6,980	39
Mississippi	—21.78	— 4,470	38	16,054	22	20,524	21
Texas	—22.44	— 19,908	39	68,793	1	88,701	1
Nebraska	—22.50	— 3,807	40	13,115	26	16,922	26
Pennsylvania	—23.29	— 12,434	41	40,949	4	53,383	3
Illinois	—23.73	— 10,726	42	34,479	6	45,205	6
Alabama	—23.92	— 5,573	43	17,721	18	23,294	13
New Jersey	—24.48	— 6,087	44	18,783	13	24,870	12
Georgia	—27.36	— 8,085	45	21,464	10	29,549	10
Indiana	—28.12	— 8,362	46	21,374	11	29,736	9
West Virginia	—28.26	— 3,123	47	7,929	33	11,052	33
Iowa	—28.42	— 6,317	48	15,914	23	22,231	16
Missouri	—32.51	— 10,879	49	22,582	9	33,461	8
TOTALS	—19.10	—191,752		812,099		1,003,850	

Makers' Volume Gains

List of Commercial Car Manufacturers in Order of VOLUME of Sales, 1952-1951

	1952	1952 Pos.	1951	1951 Pos.	Unit Change	Pct. Change
Chevrolet	272,249	1	350,344	1	— 78,095	—22.29
Ford	179,523	2	250,802	2	— 71,279	—28.42
Dodge	102,129	3	106,600	3	— 4,471	— 4.19
International	92,788	4	95,184	5	— 2,396	— 2.52
GMC	79,612	5	100,285	4	— 20,673	—20.61
Studebaker	28,985	6	32,675	6	— 3,690	—11.29
Willys	20,356	7	24,292	7	— 3,936	—16.20
White	10,858	8	12,260	8	— 1,402	—11.44
Mack	7,138	9	9,794	9	— 2,656	—27.12
Diamond T	3,420	10	4,508	10	— 1,088	—24.13
Reo	3,393	11	3,427	12	— 34	— 0.99
Divco	2,752	12	3,752	11	— 1,000	—26.65
Brockway	1,752	13	2,182	13	— 430	—19.71
Autocar	1,595	14	2,112	14	— 517	—24.48
Federal	841	15	1,008	15	— 167	—16.57
Kenworth	705	16	668	17	+ 37	+ 5.54
FWD	543	17	501	18	+ 42	+ 8.38
Pontiac	541	18	908	16	— 367	—40.42
Sterling	250	19	334	20	— 84	—25.15
Crosley	243	20	434	18	— 191	—44.01
Peterbilt	236	21	301	21	— 65	—21.59
Miscellaneous	2,190		1,479		+ 711	+48.07
TOTAL	812,099		1,003,850		—191,751	—19.10

Makers' Percentage Gains

List of Commercial Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1952-1951

	Pct. Gain	Unit Gain or Loss	Gain Pos.	1952	1952 Pos.	1951	1951 Pos.
FWD	+ 8.38	+ 42	1	543	17	501	18
Kenworth	+ 5.54	+ 37	2	705	16	668	17
Reo	— 0.99	— 34	3	3,393	11	3,427	12
International	— 2.52	— 2,396	4	92,788	4	95,184	5
Dodge	— 4.19	— 4,471	5	102,129	3	106,600	3
Studebaker	—11.29	— 3,690	6	28,985	6	32,675	6
White	—11.44	— 1,402	7	10,858	8	12,260	8
Willys	—16.20	— 3,936	8	20,356	7	24,292	7
Federal	—16.57	— 167	9	841	15	1,008	15
Brockway	—19.71	— 430	10	1,752	13	2,182	13
GMC	—20.61	— 20,673	11	79,612	5	100,285	4
Peterbilt	—21.59	— 65	12	236	21	301	21
Chevrolet	—22.29	— 78,095	13	272,249	1	350,344	1
Diamond T	—24.13	— 1,088	14	3,420	10	4,508	10
Autocar	—24.48	— 517	15	1,595	14	2,112	14
Sterling	—25.15	— 84	16	250	19	334	20
Divco	—26.65	— 1,000	17	2,752	12	3,752	11
Mack	—27.12	— 2,656	18	7,138	9	9,794	9
Ford	—28.42	— 71,279	19	179,523	2	250,802	2
Pontiac	—40.42	— 367	20	541	18	908	16
Crosley	—44.01	— 191	21	243	20	434	19
Miscellaneous	+48.07	+ 711		2,190		1,479	
TOTAL		—191,751		812,099		1,003,850	

Each Maker's Share . . .

New-Truck Sales, 1952-1951

(U. S. Makers Only)

	Total Sales 1952	Pct. of 1952 Total	Total Sales 1951	Pct. of 1951 Total	Gain or Loss
Chevrolet	272,249	33.5	350,344	34.9	−1.4
Ford	179,523	22.1	250,802	25.0	−2.9
Dodge	102,129	12.6	106,600	10.6	+2.0
GMC	79,612	9.8	100,285	10.0	−0.2
Total Big Three	633,513	78.0	808,031	80.5	−2.5
International	92,788	11.4	95,184	9.5	+1.9
Studebaker	28,985	3.6	32,675	3.3	+0.3
Willys-Overland	20,356	2.6	24,292	2.4	+0.2
White*	11,108	1.4	12,594	1.3	+0.1
Mack	7,138	0.9	9,794	1.0	−0.1
Diamond T	3,420	0.4	4,508	0.4	.....
Reo	3,393	0.4	3,427	0.3	+0.1
Divco	2,752	0.3	3,752	0.4	−0.1
Brockway	1,752	0.2	2,182	0.2	.....
Autocar	1,595	0.2	2,112	0.2	.....
Federal	841	0.1	1,008	0.1	.....
Miscellaneous	4,166	0.5	4,040	0.4	+0.1
Total Independents	178,294	22.0	195,568	19.5	+2.5
TOTALS†	811,807	100.0	1,003,599	100.0	

*Includes White-Sterling sales.

†Not including 292 foreign-make sales in 1952 and 251 such sales in 1951.

1952 Truck Registrations by Weight Class

	GVW	5,000 lbs. or less	5,001-10,000 lbs.	10,001-14,000 lbs.	14,001-16,000 lbs.	16,001-19,500 lbs.	19,501-26,000 lbs.	26,001 lbs. & Over	Total 1952	Total 1951
Autocar	81	.....	.....	.....	.....	.....	.....	1,595	1,595	2,112
Brockway	82	.....	.....	.....	.....	84	178	1,490	1,752	2,182
Chevrolet	10	143,008	52,903	16,667	59,671	.....	.....	.....	272,249	350,344
Diamond T	84	.....	14	1	519	1,037	1,414	435	3,420	4,508
Divco	85	.....	2,166	586	.....	.....	.....	.....	2,752	3,752
Dodge	20	44,953	24,940	6,228	16,966	7,556	883	603	102,129	106,600
Federal	86	.....	.....	5	26	152	347	311	841	1,008
Ford	30	74,145	32,602	18,072	42,027	4,671	8,006	.....	179,523	250,802
FWD	87	.....	.....	.....	26	93	346	78	543	501
GMC	40	29,471	14,396	3,525	16,317	6,346	4,761	4,796	79,612	100,285
International	50	27,643	16,654	3,580	19,808	11,767	8,771	4,565	92,788	95,184
Kenworth	88	.....	.....	.....	.....	.....	.....	705	705	668
Mack	89	.....	.....	.....	.....	212	2,338	4,588	7,138	9,794
Peterbilt	83	.....	.....	.....	.....	.....	.....	236	236	301
Pontiac	91	541	.....	.....	.....	.....	.....	.....	541	908
Reo	92	.....	.....	.....	1,154	177	1,976	86	3,393	3,427
Studebaker	61	17,245	4,680	4,285	2,775	.....	.....	.....	28,985	32,675
White	71	.....	.....	.....	592	1,054	6,966	2,246	10,858	12,260
White-Sterling	93	.....	.....	.....	.....	.....	29	221	250	334
Willys-Jeep	95	8,594	.....	.....	.....	.....	.....	.....	8,594	9,002
Willys Truck	96	3,557	8,205	.....	.....	.....	.....	.....	11,762	15,290
Domestic Misc.	97	1,290	.....	.....	.....	.....	301	550	2,141	1,662
Domestic Total	01	350,447	156,560	52,949	159,881	33,149	36,316	22,505	811,807	1,003,599
Foreign Misc.	02	292	.....	.....	.....	.....	.....	.....	292	251
GRAND TOTAL		250,739	156,560	52,949	159,881	33,149	36,316	22,505	812,099	1,003,850
1951		469,625	192,274	70,378	169,900	36,790	43,561	21,322	1,003,850	

—Compiled by R. L. Polk & Co.

FAR OUTSELLING ALL OTHERS

Stock what's easiest to sell . . . the GRILLE GUARD and KIT that's the undisputed No. 1 seller . . . the most popular with car owners . . . your best assurance for fast turn-over and bigger profits.

ERIE KARGARDS

- **WITHSTANDS HEAVIER IMPACTS** because of the extra strength in its *exclusive* fluted metal design and the method by which it is braced to the frame.
- **CHROME PLATING** is identical to new car chrome specifications.
- **EXCLUSIVE MODERN STYLING** blends beautifully with '53 cars.
- **COMPLETE** fender-to-fender protection.

Perfectly fits both front and rear of these 1953 cars:

BUICK	NASH
CHEVROLET	OLDSMOBILE
DE SOTO	PLYMOUTH
DODGE	PONTIAC
FORD	STUDEBAKER

TWO GUARDS IN ONE—GRILLE GUARD AND FENDER GUARDS.

There is a *DIFFERENT* Erie Kargard custom tailored to fit each of the above car models.

ERIE

THAT SLEEK RAKISH CUSTOM LOOK AT A FRACTION OF THE PRICE—ONLY . . .

$42.95 LIST

THE SPECTACULAR ERIE CONTINENTAL-TYPE REAR DECK KIT

Your customers wanted a continental-type rear deck kit, but many couldn't afford $175.00 for a custom job. At only $42.95* list they'll snap up these kits as fast as you can deliver them.

- **SAME FINE WORKMANSHIP AND MATERIALS** as the expensive custom jobs.
- **15 MINUTE SIMPLE INSTALLATION** by car owner. Clamps rigidly to bottom of deck lid. Does not rattle. *Not necessary* to remove and extend bumper. *Not necessary* to replace rear splash apron.
- **NOT DESIGNED TO CARRY SPARE TIRE.**

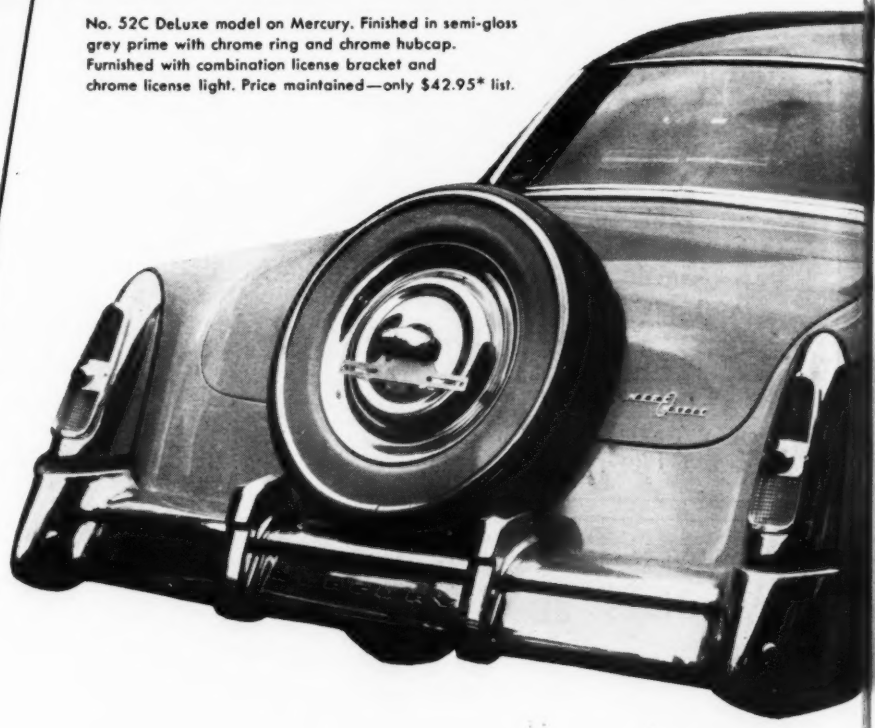
*Slightly higher west of Rockies.

ONE stock-keeping number perfectly fits these 27 late model cars:

FORD (all models)	'53, '52, '51, '50, '49
PONTIAC (except torpedo body)	'53, '52, '51, '50, '49
CHEVROLET (except Fleetline)	'53, '52, '51, '50, '49
MERCURY (all models)	'53, '52
OLDS (all models)	'53, '52
NASH AMBASSADOR and STATESMAN	'53, '52
BUICK (all models)	'53
DE SOTO	'53
DODGE	'53
PLYMOUTH	'53

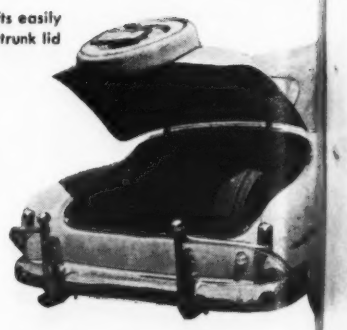
Car owners . . . *your* customers . . . prefer Erie Kargards and Erie Kits over all other makes. This popularity makes your selling job easier. Send in your order or write for further information today.

No. 52C DeLuxe model on Mercury. Finished in semi-gloss grey prime with chrome ring and chrome hubcap. Furnished with combination license bracket and chrome license light. Price maintained—only $42.95* list.



Hubcap hinged for easy access to trunk and gas tank

Entire kit lifts easily with trunk lid



ERIE MANUFACTURING DIVISION

PRESSED STEEL CAR COMPANY, INC.

general sales office: J & H Sales Company, 75 E. Wacker Dr., Chicago 1, Ill.

New Passenger Car Registrations by Makes in States from 1940 Through 1952

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
Alabama	'52	1088	733	2693	5520	10034	9978	391	2371	12740	3386	726	11859	2304	3237	21512	433		472	793	1342	761	1975	803	209	51074
	'51	1399	958	3301	6903	12561	12831	340	3150	16321	4615	789	15570	3000	4291	28265	464		930	743	1364	578	2669	357	168	64420
	'50	1300	831	3198	6150	11479	17127	523	4739	22389	6497	824	21152	3751	4967	37191	659	104	152	963	1701	571	3327	469	151	79156
	'49	1277	858	3082	6516	11733	12087	547	2942	15576	3377	704	14230	2531	3165	24007	579	174		1299	1329	826	2249	319	182	58273
	'48	975	636	1871	4309	7791	7781	356	1488	9625	1901	433	10170	1581	2011	16096	1330	681		1326	952	438	1527	274	392	40432
	'47	887	490	1729	3676	6782	8289	219	1080	9588	1775	310	9083	1370	1428	13966	737	597		966	980	326	1000	291	275	35508
	'46	581	403	1190	3140	5314	5240	83	678	6001	944	160	5402	627	689	7822	73	32		913	814	237	568		76	21850
	'41	893	664	2504	4308	8369	9404	163	1138	10705	2485	367	13431	1474	1889	19646				1036	353	490	1253	571	30	42453
	'40	668	498	2328	3855	7349	7674	168	1019	8861	1962	112	12361	1141	1093	16669				943	294	523	1166	399	122	36326
Arizona	'52	520	355	941	1564	3380	3120	168	1149	4437	1618	398	3650	917	1153	7736	185		211	407	507	339	992	232	365	18791
	'51	644	344	1057	1910	3955	3832	121	1117	5070	1852	363	4964	1127	1325	9631	199		183	513	670	277	1195	112	235	22040
	'50	664	369	1100	1786	3919	5082	126	1250	6458	2698	389	6158	1502	1594	12341	277	31	66	669	692	277	1574	164	102	26570
	'49	499	397	1015	1955	3866	3861	158	771	4790	1415	390	4636	895	1185	8521	140	45		824	723	326	1488	154	116	20995
	'48	416	345	646	1241	2648	2029	172	616	2817	881	194	2181	512	747	4515	313	208		356	538	305	1030	93	171	12994
	'47	366	279	589	1083	2317	1970	90	419	2479	830	179	1844	387	523	3763	227	220		276	454	198	552	102	67	10655
	'46	241	151	424	584	1400	1180	38	228	1446	401	79	955	183	282	1900	8	1		238	333	149	207	9	20	5711
	'41	618	279	733	1467	3097	1533	69	301	1903	1062	214	2707	560	735	5278				309	235	299	416	66		11603
	'40	381	240	665	1620	2906	1540	92	269	1901	791	73	2970	513	496	4843				245	210	312	424	43	59	10943
Arkansas	'52	535	608	1610	3541	6294	5543	136	1152	6831	1959	446	6534	1291	1920	12150	231		261	321	749	293	1164	326	89	28709
	'51	802	834	2011	4795	8442	6829	143	1709	8681	2538	508	8761	1691	2330	15828	429		505	526	859	314	1597	298	55	37534
	'50	823	804	2379	4621	8627	9889	190	1994	12073	3610	511	11420	2080	3104	20725	713	149	134	626	1135	409	1877	437	98	47003
	'49	770	558	1780	4049	7157	6587	227	1112	7926	2090	377	8006	1467	1887	13827	640	208		1016	879	575	1249	385	168	34030
	'48	525	273	1099	2186	4083	3951	157	792	4900	1077	190	5376	845	1179	8667	878	385		566	555	299	633	236	117	21319
	'47	470	251	895	2062	3678	4399	130	640	5169	1090	182	5267	765	1024	8328	377	230		463	588	199	394	269	91	19786
	'46	271	192	576	1539	2578	3302	51	274	3627	474	56	2261	341	410	3542	17	9		290	453	115	152	15	19	10817
	'41	539	190	1136	2073	3938	6615	100	522	7237	1538	197	7465	942	1229	11371				318	271	210	427	101		23873
	'40	388	201	1032	1839	3460	5999	118	514	6631	1190	53	7112	787	1149	10291				339	237	237	518	135	68	21916
California	'52	11273	8374	18246	33675	71568	53603	3249	19963	76815	23223	9782	63227	17980	20670	134882	4335		1359	7994	14026	5274	15466	3827	11383	346929
	'51	14507	9609	20111	36465	80692	62506	2340	22212	87058	29801	11309	77761	22725	24853	166449	2715		2223	8040	12446	4873	19474	2209	6503	392682
	'50	15639	11190	20408	39535	86772	89198	3231	27591	120020	44536	11323	111736	32105	35042	234742	5531	614	984	13135	17205	5157	29557	2024	4258	519999
	'49	10683	10889	19633	37757	78962	62792	3142	15727	81661	29619	8763	79399	22297	28766	168844	2635	751		11434	9973	6187	24924	1666	2507	389544
	'48	8028	9034	16554	25148	58764	38095	3509	12438	54042	19830	5068	49759	12527	18063	105247	5086	2887		9130	7046	7584	16838	1445	4140	272209
	'47	7412	8636	16126	23680	55854	41157	2620	10965	54742	18848	4745	46647	13440	15841	99521	4783	5060		7207	7192	4707	10813	1706	1756	253341
	'46	5486	6282	10601	12030	34399	20593	1111	6195	27899	9142	1990	23999	7170	8853	51154	218	111		6439	5930	3295	6670	168	136	136419
	'41	14688	11309	16282	27895	70174	36141	1839	6948	44928	22534	5456	61807	16714	21828	128339				7882	4648	5867	11399	3157	255	276649
	'40	9297	7423	14511	31472	62703	32174	2183	7214	41571	22589	2275	54869	15166	19883	114782				6753	3072	6104	10953	3054	1902	250894
Colorado	'52	1152	701	1886	3526	7265	6063	363	1781	8207	3059	778	6698	1924	2178	14638	182		104	972	1140	548	1194	464	232	34946
	'51	1593	793	2365	4331	9082	6930	325	2295	9550	4086	802	8513	2344	2737	18482	326		286	1342	1287	622	1630	352	213	43172
	'50	1736	899	2938	4917	10490	10143	429	3257	13829	5789	858	12077	3226	3844	25794	487	94	118	2305	2560	736	2012	367	161	58953
	'49	1466	760	2122	4638	8986	6989	436	2076	9501	3360	672	7928	1988	2395	16343	385	124		3169	1506	987	1398	241	130	42770
	'48	1174	533	1694	2758	6159	4245	335	1349	5929	1938	458	5904	1216	1533	11049	719	583		918	881	547	824	168	165	27942
	'47	1004	423	1695	2503	5625	4803	208	1264	6275	1920	401	5622	1205	1424	10572	352	489		611	849	333	550	201	101	25958
	'46	534	314	986	1464	3298	2853	93	731	3677	833	158	2531	561	611	4694	25	5		460	632	216	297	12	30	13346
	'41	1408	591	1892	2802	6693	4604	147	864	5615	2522	442	6860	1545	1935	13304				484	526	477	785	153	17	28054
	'40	1071	488	1577	2784	5920	4775	229	1148	6152	2301	159	7372	1427	1641	12900				611	444	543	801	143	154	27668
Connecticut	'52	1972	1506	4486	6214	14178	10161	548	2993	13702	4419	1574	11283	3573	3879	24728	879		670	1572	2314	1316	2558	856	995	63768
	'51	2387	1669	4934	7357	16347	10588	437	3584	14609	5538	1697	13910	4497	4684	30326	988		1321	1612	2113	1241	3249	540	900	73246
	'50	2375	1651	4633	7594	16253	13331	497	4655	18483	7631	1806	17822	5917	6078	39254	1088	142	256	1582	2323	1376	3908	688	744	86097
	'49	1940	1509	3975	7067	14491	9047	525	2282	11854	6172	1633	12775	4467	5198	30245	616	86		1732	1947	1490	2954	451	412	66278
	'48	1448	1244	3387	4633	10712	5464	686	2138	8288	4201	1396	9160	2855	3948	21560	941	481		1641	2142	1374	2310	296	1000	50745
	'47	1355	1093	3375	4306	10129	5758	554	1909	8221	4424	1342	8578	3453	4193	21990	759	603		1334	2319	1084	1717	285	341	48782
	'46	982	883	2150	2753	6768	3727	236	1020	4983	2381	676	4156	1769	2413	11395	53	29		1064	1661	817	911	38	78	27797
	'41	2665	1877	3853	8558	16953	7886	444	1276	9606	5956	1744	12443	4779	6100	31022				1364	1436	1978	1895	308	44	64606
	'40	1655	1489	3163	7948	14255	6806	438	1298	8542	6234	635	11484	3705	5119	27177				1349	1043	2198	1474	292	491	56821
Delaware	'52	231	182	647	1074	2134	2325	90	498	2913	917	263	3015	694	638	5527	151		92	212	346	138	672	56	88	12329
	'51	325	227	878	1375	2805	2827	104	608	3539	1152	286	3392	888	1102	6820	156		180	242	348	174	874	56	83	15277
	'50	271	240	776	1209	2496	3333	102	787	4222	1378	298	3963	1197	1552	8388	282	30	46	225	310	175	1094	82	71	17421
	'49	284	222	871	1405	2782	2746	144	581	3471	1033	242	3092	922	961	6250	171	35		267	318	230	1005	70	56	14655
	'48	221	210	827	890	2148	1514	94	394	2002	671	165	1806	617	654	3913	297	137		270	284	292	503	11	139	9996
	'47	212	172	725	818	1927	1540	88	355	1983	721	141	1490	664	712	3728	140	120		156	260	170	336	5	21	8846
	'46	166	132	505	482	1285	937	25	114	1076	363	80	881	374	430	2058	6	3		170	249	124	185		17	5243
	'41	428	231	540	1227	2426	1725	37	201	1963	960	236	2652	1014	998	5860				96	144	340	478	57	7	11371
	'40	228	136	499	1076	1939	1365	50	150	1565	1048	91	2401	906	907	5353				130	68	292	491	47	77	9962
Florida	'52	2274	1351	4855	7711	16191	13667	839	4005	18511	6272	2083	15912	4100	4508	32875	612		1162	1178	2747	1591	2813	1366	1859	80905
	'51	2837	1676	5339	9928	19780	15303	772	5558	21633	7182	2241	18475	4788	6023	38709	854		1976	1369	2150	1420	3179	1031	2002	94103
	'50	2780	1642	5711	9951	20084	20911	1115	8260	30286	10129	2113	24816	5960	7877	50895	1082	115	368	2217	2728	1386	4469	1383	1891	116904
	'49	2242	1487	4896	9277	17902	15403	1325	4778	21506	5705	1889	16330	4090	4393	32407	886	245		2578	1955	1880	3088	1012	779	84238
	'48	1603	1106	3473	5376	11558	9577	964	2875	13416	3039	1254	9575	2022	2674	18564	1581	826		1725	1611	963	1912	417	1173	53746
	'47	1451	961	3315	4999	10726	9681	798	1978	12457	3260	1188	9288	2061	1847	17644	960	808		1350	1643	649	1358	423	991	49009
	'46	1089	740	2152	3387	7368	5706	284	1068	7058	1625	502	4303	927	982	8339	24	19		1179	1304	480	695	26	188	26680
	'41	2426	1190	3823	7330	14769	11035	589	1534	13158	4822	1477	12278	2893	2702	24172				1162	867	1226	1553	546	145	57598
	'40	1719	807	3345	7756	13627	10232	732	1615	12579	4452	633	12321	2442	2286	22134				1609	780	1365	1717	734	601	55146
Georgia	'52	1489	1007	3998	7035	13529	14043	464	3292	17799	5703	1276	16971	3676	5181	32807	473		672	850	1447	952	2755	684	272	72240
	'51	1902	1185	4728	9060	16875	18125	621	5114	23860	7609	1407	22074	4347	7398	42835	821		1252	1087	1503	993	3769	434	425	93854
	'50	1937	1356	5077	9329	17699	22856	834	6901	30591	10478	1568	28623	6040	8158	54867	998	144	249	1573	1752	978	4172	555	345	113923
	'49	1761	1253	4487	8159	15660	16249	888	4205	21342	5773	1180	18324	3763	5297	34337	827	294		1972	1540	1299	2866	469	280	80886
	'48	1374	1026	3017	5892	11309	11839	522	2463	14824	4033	877	13453	2386	3037	23786	1532	755		1642	1645	949	2403	402	456	59703
	'47	1250	820	2826	4939	9835	12648	343	1854	14845	3645	792	12293	2237	2451	21418	950	651		1306	1504	692	1555	385	291	53432
	'46	663	559	1644	2938	5804	6371	158	993	7522	1390	306	5031	1010	944	8681	50	49		846	1019	494	559	26	52	25102
	'41	1494	935	2855	7266	12550	14167	246	1746	16159	4910	837	14493	2647	2947	25834				930	801	1001	1505	494	26	59300
	'40	997	693	2854	6258	10802	11562	273	1602	13437	3559	297	14562	2540	2352	23310				1054	604	1148	1342	418	285	52400
Idaho	'52	498	391	980	1617	3486	2886	138	1084	4108	1615	366	3541	992	1078	7592	218		97	576	765	307	1064	427	95	18735
	'51	662	440	1262	1995	4359	3495	136	1155	4786	2071	388	4492	1171	1551	9673	371		184	689	887	360	1466	315	61	23151
	'50	638	465	1090	2168	4361	4467	178	1284	5929	2527	406	5922	1500	1940	12295	373	50	69	762	1056	305	1799	279	77	27355
	'49	589	486	1254	2096	4425	3501	238	915	4654	1813	344	4674	1139	1458	9428	338	161		877	958	434	1593	242	101	23211
	'48	505	331	808	1259	2903	2086	115	526	2727	977	148	2774	611	769	5279	752	575		493	471	242	892	77	143	14554
	'47	398	267	650	1074	2389	2128	76	475	2679	846	106	2573	600	475	4600	310	403		413	459	139	545	91	65	12093
	'46	238	171	484	651	1544	1161	34	273	1468	367	45	1150	279	234	2075	22	6		294	312	76	293	2	14	6106
	'41	434	370	783	1287	2874	2172	65	488	2725	1126	101	3605	733	713	6278				422	429	199	785	128	2	13842
	'40	329	263	712	1463	2767	2206	79	432	2717	998	29	3682	692	565	5966				449	235	181	654	118	33	13120

—Figures compiled by R. L. Polk & Co.

(Continued on Page 42)

(Continued from Page 41)

New Passenger Car Registrations by Makes in States from 1940 Through 1952

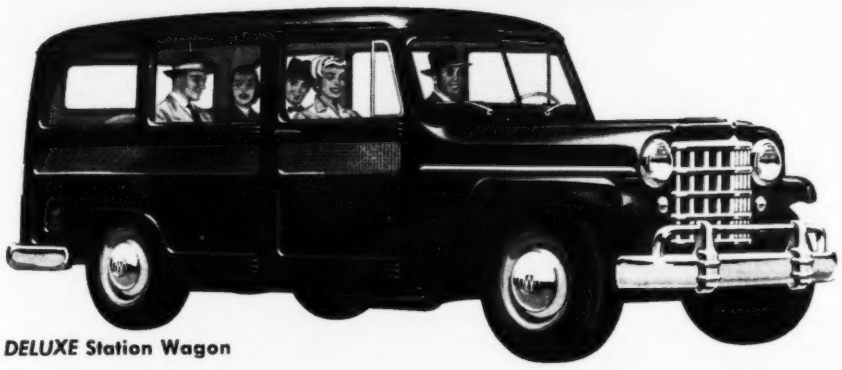
STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
Illinois	'52	8318	6933	18702	34296	68249	50334	2143	13649	66126	23669	7155	56012	15303	18144	120283	2532		1191	7629	12482	4337	10118	1497	1285	295729
	'51	10411	8386	22464	42139	83400	53582	1863	15852	71297	29107	7505	67813	19200	21971	145596	3989		2352	10805	11197	5329	13128	878	2875	350846
	'50	10099	7776	20406	40253	78534	70824	2282	21271	94377	37611	7729	84952	25304	28352	183948	6910	1035	767	14039	13634	5574	17101	1390	562	417871
	'49	9463	7764	19938	39619	76784	54826	2940	13769	71535	27595	6628	67869	18612	21407	142111	4830	1613		12833	10728	8186	12680	1535	2321	345156
	'48	7280	5946	15586	24417	53229	28088	2470	10401	40959	17752	5512	45403	12766	14929	96362	10727	6044		7034	7064	5804	8671	1337	4000	241231
	'47	6685	5106	15949	22211	49951	32081	2044	7788	41913	18545	4707	42791	13289	13944	93276	3920	4266		6132	7040	3388	6716	1333	601	218536
	'46	4970	3819	10229	15498	34526	19744	721	3917	24382	9034	1910	20141	6409	7265	44759	148	86		5383	6216	2549	3728	129	175	122081
	'41	11190	7343	16212	33921	68666	37480	1391	5818	44689	25500	6041	59562	18187	20803	130093				6015	8129	5778	9159	913	700	274142
	'40	6979	5771	14835	32272	59857	32541	1553	5851	39945	23442	1772	56502	15091	17582	114389				7144	5731	6531	8230	1058	2667	245552
Indiana	'52	3130	2816	6625	13000	25571	20754	823	4685	26262	8808	2181	25652	6165	8068	50874	1363		855	2512	4400	1674	7535	1003	290	122339
	'51	4219	3528	8386	16867	33000	26908	730	5865	33503	11541	2538	33686	8025	10479	66269	1882		1709	3596	5211	1931	11414	617	314	159446
	'50	4395	3595	8899	16856	33745	35853	968	7334	44155	15549	2576	45377	10933	13641	88076	2943	444	505	5047	7090	2375	14329	1075	328	200112
	'49	3685	2931	7814	15675	30105	23845	984	4627	29456	10661	2020	32537	7695	9205	62118	2201	579		5387	4750	3147	9738	782	564	148827
	'48	2685	1959	5782	9413	19839	12561	660	3411	16632	6471	1452	20884	4971	6369	40147	3876	2190		3222	2569	1866	8877	583	1327	101128
	'47	2549	1780	6097	9070	19496	15024	532	2832	18388	7075	1369	19691	5327	6054	39516	1784	1810		2746	2563	1084	8519	660	657	97223
	'46	1776	1363	3844	6473	13456	8773	193	1440	10406	3446	585	10083	2599	3332	20045	112	45		2468	2140	824	6048	63	72	55679
	'41	4098	3004	6529	16303	29934	18141	417	2162	20720	9893	1583	29083	7552	9735	57846				3229	2323	1482	5967	651	72	122224
	'40	3258	2314	5981	16647	28200	16761	495	2213	19469	8788	653	27994	6672	7490	51597				4062	1597	1622	5672	677	583	113479
Iowa	'52	1950	1367	4187	7997	15501	13756	377	3254	17387	4953	1159	16421	3538	4595	30666	577		257	771	2313	852	2836	465	75	71700
	'51	2868	1829	5743	10640	21080	17378	362	4418	22158	6986	1315	21943	4836	6132	41212	1141		538	1449	2823	1035	3920	222	60	95638
	'50	3057	2068	6655	11163	22943	26480	517	6367	33364	9677	1512	30224	6827	8454	56694	2241	295	255	2274	3982	1216	4449	317	84	128114
	'49	2670	1539	5994	11095	21298	20444	557	4392	25393	6734	1030	22908	4638	5641	40951	1858	518		2981	2866	1887	3630	348	543	102183
	'48	2020	1041	3441	7023	13525	11596	419	2300	14315	3821	658	15787	2481	3559	26306	3985	2729		2074	1438	1376	2407	366	426	68947
	'47	1744	832	3148	6215	11939	10647	285	1716	12648	3298	450	13559	2332	2552	22191	1069	1244		1484	1306	618	1746	450	142	54837
	'46	1046	643	2047	3990	7726	7791	167	1187	9145	1751	194	7358	1230	1346	11879	87	53		1465	1065	470	1018	52	42	33008
	'41	1918	933	3326	7247	13424	14710	242	1432	16384	4122	443	19480	3174	3438	30657				1465	1176	656	2413	317	16	66508
	'40	1440	686	3171	7608	12905	14871	281	1488	16640	4091	160	20149	2809	3101	30310				1897	821	583	1943	354	164	65617
Kansas	'52	1603	1105	3602	6230	12540	11791	388	3001	15180	4746	1034	13140	3215	3955	26090	720		474	1618	2775	961	2244	462	108	63172
	'51	2096	1383	4244	7761	15484	13495	361	3735	17591	5968	1105	16723	3711	4876	32383	1006		786	1694	2740	916	3069	259	119	76047
	'50	2048	1353	4322	7618	15341	17829	461	4781	23071	7411	1081	22014	4610	6323	41439	1327	251	220	2030	3055	1118	3353	262	95	91572
	'49	2102	1167	3772	7654	14695	13332	661	3342	17335	5315	923	16944	3630	4491	31303	1055	357		2666	2341	1655	2677	261	415	74760
	'48	1611	786	2400	4587	9384	7221	372	1732	9325	2793	407	11381	2335	2878	19794	2425	1579		1715	1383	812	1732	255	566	48970
	'47	1356	617	2187	4037	8197	7426	215	1312	8953	2551	261	9547	2100	2320	16779	1029	1166		1192	1374	471	1202	362	139	40864
	'46	736	466	1421	2692	5315	5089	106	6555	5850	1261	113	5415	1213	1252	9254	35	27		1052	1040	330	687	8	37	23635
	'41	1436	887	2494	5117	9934	9610	238	1031	10879	3649	318	14713	2859	3443	24982				1092	1057	420	1225	184	3	49776
	'40	1117	705	2248	5257	9327	9057	248	1084	10389	3112	96	14550	2792	2578	23128				1228	644	489	1066	202	125	46598
Kentucky	'52	1189	792	3002	5299	10282	9903	193	2042	12138	3528	742	12161	2518	3375	22324	331		305	797	1964	711	2169	574	121	51716
	'51	1595	1015	3536	6521	12667	12458	184	2343	14985	4358	822	15088	3198	4242	27708	458		538	761	1821	672	2760	349	113	62832
	'50	1698	1086	3469	6881	13134	16875	248	2593	19716	5967	848	20508	4398	5268	36989	848	115	198	1204	1991	781	3246	572	103	78897
	'49	1627	954	3260	7030	12871	12044	384	1936	14364	4274	676	14610	3169	3547	26276	617	184		1617	1500	1167	2198	538	265	61597
	'48	1368	725	2202	4613	8908	6930	332	1732	8994	2563	485	9975	2000	2425	17448	1429	706		1245	1012	784	1611	413	532	43082
	'47	1172	631	2235	4174	8212	7485	180	1081	8746	2390	431	8821	1925	2064	15631	795	636		919	945	378	1065	431	386	38144
	'46	758	489	1507	3030	5784	4888	108	659	5655	1277	171	5313	1056	1122	18939	95	39		882	843	349	576	39	90	23291
	'41	1288	661	2073	5250	9272	8324	152	763	9239	2874	415	11886	2398	2667	20240				616	647	682	1055	243	17	42011
	'40	1041	462	2120	4981	8604	7256	172	770	8198	2642	137	12069	2077	2175	19100				704	471	608	921	203	147	38956
Louisiana	'52	1218	1134	2758	5804	10914	10463	304	2002	12769	3408	794	12814	2460	3696	23172	487		427	446	1517	931	2513	489	185	53850
	'51	1473	1289	2876	6496	12134	11900	200	2410	14510	3826	900	14489	2686	4054	25955	613		626	559	916	662	2827	275	135	59212
	'50	1417	1304	3362	6474	12557	17536	367	4144	22047	6160	1157	20552	4004	5294	37167	1008	123	210	1020	1283	703	4459	462	192	81231
	'49	1379	894	3340	6443	12056	13536	605	3056	17197	4576	956	14823	2987	3897	27239	1053	216		1991	1361	1067	2867	498	275	65820
	'48	1201	676	2490	4659	9026	8649	390	1806	10845	2364	628	9416	1855	2570	16833	1528	793		1389	1151	717	1887	334	422	44925
	'47	916	387	2006	3221	6530	8269	322	1157	9748	2243	439	8337	1497	1734	14250	583	561		700	1026	391	1269	327	140	35525
	'46	460	343	1200	2463	4466	5207	153	751	6111	1013	176	4142	714	762	6807	28	19		522	836	276	647	9	26	19747
	'41	1027	528	2201	4575	8331	10974	303	1259	12536	3199	507	11266	1976	2429	19377				357	616	545	1547	189	6	43504
	'40	681	419	1953	4166	7219	9112	318	1088	10518	2439	167	10736	1490	1655	16487				658	529	509	1313	313	127	37673
Maine	'52	403	402	1035	1880	3720	2756	137	685	3578	1144	262	3681	883	1092	7062	207		253	403	529	197	626	293	99	16967
	'51	591	524	1410	2637	5162	3481	127	995	4603	1709	357	4820	1260	1433	9579	291		373	442	628	245	839	206	99	22467
	'50	656	505	1437	2647	5245	5004	162	1363	6529	2188	461	6641	1633	2273	13196	502	97	50	719	819	338	1288	275	117	29175
	'49	576	496	1425	2680	5177	3178	157	758	4093	1736	394	4987	1434	1700	10251	423	112		772	673	448	835	238	118	23140
	'48	448	412	1117	1710	3687	2359	146	584	3089	1168	266	3408	920	1394	7156	378	156		656	603	519	698	154	202	17298
	'47	393	389	1189	1782	3753	2522	93	418	3033	1158	273	2560	827	1269	6087	384	288		492	501	292	502	220	138	15690
	'46	270	231	714	1000	2215	1454	35	188	1677	547	109	1372	416	701	3145	21	14		467	456	171	275		32	8473
	'41	528	377	1069	2324	4298	2859	86	326	3271	1453	365	4816	1565	2189	10388				594	478	376	463	170	5	20043
	'40	418	325	1034	2202	3979	2908	114	388	3410	1718	119	4695	1369	1787	9688				637	358	438	417	215	174	19316
Maryland	'52	1718	1390	3882	7413	14403	12361	452	2672	15485	4024	932	14577	3167	3956	26656	729		995	1761	2395	1123	2267	654	363	66831
	'51	2336	1552	4559	9039	17486	13563	441	3252	17256	5026	995	17764	3923	4737	32445	673		1398	1844	2232	1101	2955	339	344	78073
	'50	2224	1494	4399	8964	17081	18060	551	4880	23491	6703	1095	22498	5192	6225	41713	1009	116	291	1813	2181	1242	3652	412	226	93227
	'49	1846	1516	3728	8426	15516	11213	514	2191	13918	4998	933	16502	4226	3995	30654	834	172		2109	1804	1576	2749	402	251	69985
	'48	1564	1267	3141	5466	11438	6847	336	1569	8752	3364	806	12582	2443	3463	22658	1537	594		1746	1759	1050	2337	297	594	52762
	'47	1251	992	3298	5150	10691	7074	322	1178	8574	3675	800	11245	2667	3245	21632	709	588		1188	1670	591	1653	378	360	48034
	'46	950	676	1864	3526	7016	3783	110	465	4358	1811	343	5876	1293	1814	11137	33	16		908	1338	567	871	43	22	26309
	'41	2369	1281	3300	8225	15175	6873	149	618	7640	4340	879	14617	3469	4527	27832				731	1171	1407	1988	588	47	56579
	'40	1807	981	3098	7933	13819	6490	170	621	7281	4749	298	13968	2572	3678	25265				865	550	1405	1638	242	254	51319
Massachusetts	'52	3140	3371	7655	13878	28044	18574	827	4726	24127	8071	2145	21134	7243	7553	46146	904		1052	1869	4643	1572	4403	1034	1401	115195
	'51	4159	3964	8716	16312	33151	21025	732	6024	27781	10278	2536	26521	9837	9340	58512	1131		1246	2605	4358	1612	5443	726	1078	137643
	'50	4254	3717	8634	16469	33074	27718	889	7974	36581	13903	2935	31497	13352	12423	74110	1803	225	372	3614	5160	1758	8119	1066	472	166815
	'49	3787	3578	8293	15722	31380	19260	985	4806	25051	11718	2422	23842	10841	10393	59216	1229	219		2903	4181	2505	5124	700	780	133288
	'48	2946	2785	6898	10251	22880	11782	1038	4500	17320	8273	2210	16891	7598	8285	43257	2076	794		3123	4085	2349	4076	587	1697	102244
	'47	2787	2426	6957	9921	22091	13722	834	3676	18232	8678	2069	15737	8489	7554	42527	1522	1023		2591	3893	1693	2825	575	475	97447
	'46	2513	2079	4760	7694	17046	10119	461	1963	12543	5463	1148	8076	4801	4796	24284	82	49		2557	3228	1491	1732	69	107	63188
	'41	4274	3327	7913	18132	33646	15855	735	2081	18671	10836	2762	23158	12252	12221	61229				2371	2309	3246	3441	560	130	125603
	'40	2918	2224	6992	16165	28299	15030	735	2337	18102	11722	998	20878	10136	9110	52844				2456	1542	3213	2571	531	1041	110599
Michigan	'52	6016	5086	14317	26132	51551	62797	2209	12295	77301	22231	7177	61751	15470	21354	127983	2963		1590	4440	8866	3705	7389	1563	491	287842
	'51	7836	6248	17626	32644	64354	72768	1616	14891	89275	26719	7545	76644	18630	25747	155285	3483		3171	5885	8264	3560	9270	686	546	343779
	'50	7781	6462	16614	32116	62973	94148	2205	20540	116893	35057	7593	106230	25653	33121	207654	7397	795	1236	8802	8618	3371	11159	1036	387	430321
	'49	6664	6317	14902	30259	58142	66253	1767	12192	80212	26314	5494	74207	18791	24630	149436	3397	989		7382	7393	5132	7651	885	802	321421
	'48	6171	5169	13593	20062	44995	39402	2101	10494	51997	21845	5000	49995	15219	20306	112365	7992	4085		9001	6833	5786	5168	1130	1501	250853
	'47	6406	4869	14694	19684	45653	45961	1547	9897	57405	20762	4913	48261	15672	21091	110699	5007	4130		7417	7197	3498	3877	1269	821	246973
	'46	4327	3495	9373	13789	30984	28270	852	6191	35313	12084	2129	22145	7964	11727	56049	399	186		6921	5769	2996	2223	145	130	141115
	'41	7744	4894	14564	27190	54392	50605	1059	7717	59381	23743	4018	56496	14470	25755	124482				6594	5240	3783	3792	1013	56	258733
	'40	5810	3707	13765	24401	47683	44753	1264	7479	53496	20708	1470	53653	12469	18257	106557				6923	2766	3960	3412	785	1114	226696

—Figures compiled by R. L. Polk & Co

(Continued on Page 44)

Willys... Pace-Setter for Extra year-round sales

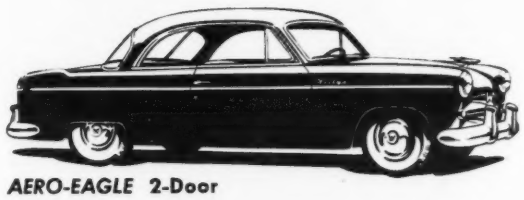
AERO-LARK 2-Door and 4-Door



DELUXE Station Wagon

Willys dealers are favored with products that have enthusiastic reception with the public... with a good profit making franchise...and with a growing program of result-producing advertising.

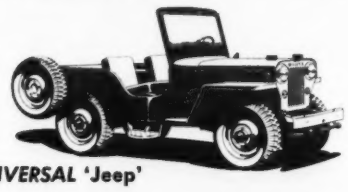
More Sales . . More Often with the Willys Line



AERO-EAGLE 2-Door

4-WHEEL-DRIVE Station Wagon

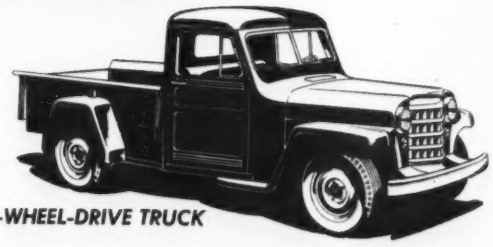
AERO-ACE 2-Door and 4-Door



UNIVERSAL 'Jeep'

AERO-FALCON 2-Door and 4-Door

SEDAN DELIVERY 2-and 4-Wheel Drive



4-WHEEL-DRIVE TRUCK

If there is no Willys dealer near you, write or wire us about a Willys franchise.

WILLYS-OVERLAND MOTORS, INC., TOLEDO 1, OHIO

(Continued from Page 42)

New Passenger Car Registrations by Makes in States from 1940 Through 1952

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
Minnesota	'52	2569	2055	5083	9992	19699	17058	440	4032	21530	6917	1466	20321	4686	6003	39393	875		377	1285	2533	1422	3925	437	122	91598
	'51	3705	2643	6597	13134	26079	20249	470	4924	25643	8149	1668	24472	5408	7197	46894	1503		730	2017	2755	1597	4778	312	108	112416
	'50	3810	2628	7079	13502	27019	28891	596	6711	36198	12807	1751	33144	8132	10440	66274	3310	633	305	3918	4944	2300	7492	457	353	153203
	'49	3315	1951	5674	12890	23830	18030	621	4034	22686	7029	1214	23116	5392	6365	43116	2060	468		3909	3502	2502	4737	377	248	107435
	'48	2793	1296	4206	8691	16986	11173	410	2264	13847	4881	754	17181	3260	4434	30510	3218	1705		2252	2285	1362	3274	436	906	26781
	'47	2180	1067	3555	6768	13570	10506	284	2016	12806	4096	618	14118	2809	3455	25096	1021	855		1603	2004	781	2202	387	242	60567
	'46	1360	848	2529	4968	9705	8550	167	1443	10160	1980	267	6902	1409	1857	12415	54	31		1353	1716	564	1230	44	53	37325
	'41	2951	1525	3298	9193	16967	15262	321	1880	17463	5444	702	20804	3793	4754	35497				1081	2104	993	2669	255	9	77038
	'40	1964	1369	3171	10272	16776	13992	315	1957	16264	5509	240	20657	3307	3895	33608				1261	1393	1060	2654	258	379	73653
Mississippi	'52	835	501	1547	3746	6629	6321	194	1485	8000	2605	506	8186	1447	2171	14915	239		247	365	829	474	1540	329	114	33681
	'51	1146	679	2000	4896	8721	7854	184	1917	9955	3439	627	10445	1842	2785	19138	364		538	366	668	400	1990	179	67	42386
	'50	1028	716	1997	4888	8629	10975	249	2324	13548	4712	676	12819	2272	3462	23941	450	50	125	446	827	337	2109	253	82	50797
	'49	1016	550	2037	4610	8213	8138	343	1620	10101	2945	543	9394	1629	2452	16963	389	122		941	989	539	1406	306	194	40163
	'48	883	337	1208	3325	5753	5466	269	1122	6857	1553	328	6648	964	1544	11037	870	418		816	710	380	912	161	328	28242
	'47	862	290	1117	3018	5287	6427	164	872	7463	1689	215	6366	843	1219	10332	473	328		517	765	242	654	200	121	26382
	'46	383	187	709	1858	3137	3858	66	455	4379	791	56	2972	395	498	4712	32	20		388	580	161	314	16	44	13783
	'41	521	170	983	2499	4173	7693	163	682	8538	2303	181	8042	1075	1516	13117				170	259	229	350	90	5	26931
	'40	338	220	1015	2338	3911	7064	167	713	7944	1913	43	9283	1118	1248	13605				225	166	222	468	89	117	26747
Missouri	'52	2234	2127	5118	11079	20558	18703	500	4075	23278	6635	1652	22202	4582	5717	40786	620		609	1100	4432	1493	3131	585	196	96788
	'51	3786	3307	7074	17723	31890	25036	605	6893	32534	9370	2162	33588	6503	8326	59949	1105		931	1621	5543	1532	4599	468	225	140397
	'50	3549	3053	7195	17688	31485	34816	829	9398	45043	12550	2349	43572	8642	10934	78047	1767	275	249	2274	6571	1761	5935	801	186	174394
	'49	3192	2395	6468	15265	27320	23969	878	5142	29989	8480	1802	32981	6191	7375	56829	1468	350		3319	4291	2390	4140	710	463	131269
	'48	2577	1722	4982	9692	18973	14574	593	3057	18224	5626	1182	24725	4425	5110	41068	2927	1441		2547	2413	1424	2874	607	768	93266
	'47	2326	1528	4807	8431	17092	15393	485	2549	18427	5493	1134	23291	4525	4329	38772	1205	1036		1964	2467	942	1984	661	355	84905
	'46	1399	1190	3139	6552	12280	10087	263	1629	11979	2730	415	11469	2384	2387	19385	64	28		1581	2237	759	1161	44	88	49606
	'41	3080	2236	4787	11936	22039	17714	576	2362	20652	7383	1367	31214	6213	5874	52051				1300	2180	1425	2695	330	12	102684
	'40	2200	1786	5214	18894	21094	15825	571	2160	18556	6652	359	31701	5519	4893	49124				1455	1627	1670	2653	279	443	96901
Montana	'52	551	420	1081	1913	3965	3474	140	996	4610	1532	428	4310	1182	1162	8614	211		106	579	456	275	911	402	31	20160
	'51	787	458	1354	2346	4945	4192	130	1142	5464	1903	444	5439	1496	1547	10829	242		166	778	483	359	1131	313	25	24735
	'50	693	471	1411	2457	5032	5530	194	1430	7154	2601	490	7561	1880	1974	14506	355	59	63	962	768	353	1699	265	33	31249
	'49	652	456	1291	2178	4577	3684	229	977	4890	1576	366	5200	1312	1405	9859	322	133		1038	813	537	1231	230	51	23681
	'48	586	354	1112	1629	3681	2743	130	739	3612	1093	222	3549	930	951	6745	814	506		537	593	376	930	165	55	18014
	'47	534	307	986	1531	3358	2322	110	773	3205	929	136	3426	775	536	5802	490	348		508	536	230	606	174	43	15300
	'46	252	163	510	773	1698	1386	33	364	1783	390	43	1530	356	209	2528	25	23		283	316	104	241	2	12	7015
	'41	794	285	879	1748	3706	3008	75	532	3615	1211	149	4594	1069	723	7746				401	583	222	769	98	2	17142
	'40	549	261	786	1910	3506	2937	91	517	3545	1111	37	4844	974	440	7406				527	467	252	825	112	57	16697
Nebraska	'52	1239	672	2030	4406	8347	9088	290	1891	11269	3489	829	10298	2059	2951	19626	321		154	552	1168	457	1648	313	52	43907
	'51	1822	895	2601	6173	11491	10120	263	2764	13147	4762	952	12260	2654	3932	24560	512		267	995	1187	707	2306	262	76	55510
	'50	1912	940	3039	6070	11961	13948	353	3379	17680	5903	891	16295	3429	4966	31484	728	86	110	940	1383	704	2632	214	42	67964
	'49	1651	633	2658	6153	11095	10506	345	1994	12845	3911	671	11200	2056	3193	21031	667	220		1077	997	889	1917	229	138	51105
	'48	1256	501	1610	4096	7463	6375	229	1199	7803	1921	308	7948	1158	2043	13378	1736	949		1014	687	533	1232	257	182	35234
	'47	1158	398	1413	3539	6508	6186	134	779	7099	1596	242	6594	1069	1528	11029	654	711		603	577	291	855	242	85	28654
	'46	548	299	948	2270	4065	4191	86	602	4879	787	82	3735	548	798	5950	50	18		534	557	215	475	15	28	16786
	'41	945	360	1251	3173	5729	7880	160	839	8879	2211	272	9823	1312	1840	15458				430	488	342	1039	83	4	32452
	'40	750	318	1304	3173	5545	6948	185	860	7993	1916	80	8822	1113	1457	13388				436	307	344	789	52	81	28935
Nevada	'52	241	123	392	547	1303	812	58	345	1215	390	173	996	313	355	2227	26		13	117	161	157	396	88	91	5794
	'51	295	135	336	612	1378	844	43	346	1233	489	187	1152	359	476	2663	36		27	157	96	188	319	58	18	6173
	'50	267	165	252	581	1265	1102	99	498	1699	692	267	1636	347	547	3489	61		16	192	225	167	478	76	4	7672
	'49	242	162	271	676	1351	834	121	405	1360	497	246	1227	385	509	2864	33	23		182	190	174	389	31	10	6607
	'48	252	158	317	525	1252	581	85	318	984	367	152	687	180	307	1693	154	117		151	122	157	359	27	12	5028
	'47	226	153	264	536	1179	675	59	288	1022	384	170	672	150	268	1644	101	97		95	116	96	182	31	34	4597
	'46	143	97	193	280	713	310	12	66	388	129	61	285	65	141	681	4	6		99	53	75	81	3	2	2105
	'41	282	200	259	565	1306	523	41	130	694	347	150	898	168	288	1851				89	88	156	180	31	3	4398
	'40	192	116	235	540	1083	502	66	138	706	358	56	897	196	221	1728				56	68	154	215	15	50	4075
New Hamp.	'52	321	240	847	1386	2794	2289	108	491	2888	909	207	2976	705	984	5781	223		176	377	594	210	563	290	199	14095
	'51	392	247	966	1597	3202	2547	70	663	3280	1143	223	3656	853	1145	7020	242		271	424	577	220	679	198	113	16226
	'50	439	273	1005	1559	3276	3431	99	809	4339	1513	267	4325	1133	1482	8720	267	48	47	477	658	240	742	210	130	19154
	'49	375	270	1083	1758	3486	2387	95	482	2964	1194	195	3131	844	1116	6480	195	32		389	499	300	563	146	108	15162
	'48	278	244	774	1116	2412	1334	83	342	1759	765	146	2109	578	765	4363	253	107		337	394	268	380	80	186	10539
	'47	283	263	829	1261	2636	1561	76	301	1938	714	147	2148	640	730	4379	177	121		348	476	215	314	118	68	10790
	'46	180	139	382	650	1351	788	14	102	904	381	63	949	319	378	2090	13	10		223	281	116	99	1	11	5099
	'41	314	241	693	1590	2838	2077	74	296	2447	1112	176	3277	915	1132	6612				352	224	337	334	119	7	13270
	'40	276	261	772	1687	2996	2137	89	331	2557	1263	75	3080	944	966	6328				390	195	367	330	139	75	13377
New Jersey	'52	4842	3642	9390	14279	32153	25199	1052	7148	33399	10974	3799	27130	7804	10406	60113	1771		1309	3464	4670	3320	5459	1837	1441	148936
	'51	5966	4221	12936	18056	41179	27193	952	8963	37108	13887	4031	33468	10036	13126	74548	2514		2874	4076	4729	3111	6787	1262	1145	179333
	'50	6103	4163	11979	18291	40536	32995	1279	12700	46974	18840	3833	40700	13924	16981	94278	2945	352	662	4915	5248	3171	8978	1576	1150	210785
	'49	5389	3926	10686	17689	37690	21655	1221	5769	28645	15597	3571	30927	10059	15512	75666	1474	289		4944	3951	3821	6957	1371	1034	165842
	'48	4150	2900	8632	10903	26585	11345	1583	5666	18594	9024	2540	20434	6278	10543	48819	3601	1560		3873	3457	3143	4401	614	2298	116945
	'47	3218	2387	8223	9721	23549	13655	1236	4440	19331	10033	2416	18299	6936	9775	47459	1769	1656		2648	3298	2226	3141	700	808	106585
	'46	2635	1894	5770	6863	17162	8225	548	2365	11138	5454	1172	9844	3938	5804	26212	92	44		2141	2933	1905	1966	57	134	63784
	'41	6303	3623	9255	16977	36158	15862	915	2949	19726	12147	3007	25923	9457	14410	64944				2542	3043	3473	3958	708	32	134584
	'40	4625	3035	8101	16815	32576	14182	915	2465	17562	13872	1202	27030	8642	13243	63989				2490	2015	3600	3433	710	961	127336
New Mexico	'52	437	325	809	1456	3027	2398	155	941	3494	1481	317	2902	793	1016	6509	54		50	302	466	284	865	277	134	15462
	'51	573	340	895	1721	3529	2811	131	1101	4043	1875	309	3782	993	1375	8334	129		125	374	442	253	1026	186	71	18512
	'50	575	321	974	1714	3584	3912	164	1629	5705	2481	301	4947	1140	1664	10533	254	37	34	449	584	301	1419	262	127	23289
	'49	549	235	881	1638	3303	3016	223	1046	4285	1631	246	3465	778	957	7077	204	84		592	591	400	799	123	113	17571
	'48	443	180	611	983	2217	1755	127	458	2340	696	135	2256	470	565	4122	549	289		311	331	189	353	56	140	10897
	'47	342	155	493	841	1831	1687	67	272	2026	646	103	2017	429	394	3579	315	251		232	282	97	274	65	17	8969
	'46	167	120	354	623	1264	980	32	223	1235	303	48	930	208	181	1670	17	10		138	175	75	90	2	9	4685
	'41	438	143	533	1029	2143	1995	76	448	2519	788	117	2829	610	546	4890				122	166	120	267	16	1	10244
	'40	298	108	525	1036	1967	1820	90	459	2369	674	37	3147	617	532	5007				173	124	121	230	16	32	10039
New York	'52	11143	10612	26083	33848	81686	49219	2636	14423	66278	28640	9189	60339	19744	23156	141068	4053		2794	7330	12198	6695	11686	4286	3970	342044
	'51	14286	13537	32220	42548	102591	59282	2360	18164	79806	36106	10488	76330	26366	29953	179243	5236		5124	7996	11728	6780	15264	2890	4062	420720
	'50	15226	14297	32513	46927	108963	80110	2992	26412	109514	50401	12536	104415	39355	41517	248224	8027	1246	1181	12063	14879	7823	20458	3947	5870	542195
	'49	12693	12141	29588	44592	99014	51662	2972	13248	67882	38229	10222	75644	28990	34601	187686	5401	1066		10612	11898	10574	16166	2669	2666	415634
	'48	10958	11272	25873	30315	78418	36091	3826	13073	52990	28361	8845	56260	20884	25131	139481	8994	4475		10412	10392	10984	12754	2060	7294	338254
	'47	9831	11537	25285	28065	74718	40350	3116	10599	54065	30784	8069	49258	22339	22483	132933	4456	4424		7480	11028	6547	9185	2288	1586	308710
	'46	8275	8434	16495	20519	53723	23875	1260	5306	30441	15922	3931	26468	11769	13686	71776	318	186		6507	9190	4853	5322	271	483	183070
	'41	16477	10641	22549	44284	93951	35100	1975	6034	43109	33545	9022	64678	25634	30992	163871				4817	5998	8869	8257	1625	1233	331730
	'40	11593	9973	20024	44513	96103	33062	2193	6553	41808	38784	3427	66629	23093	27488	159421				5612	4048	9684	7224	1630	5278	320808

—Figures compiled by R. L. Polk & Co.

(Continued on Page 46)

MORE AND MORE ADVERTISERS ARE TURNING TO THE AMERICAN WEEKLY

FOR THESE GOOD REASONS:

1 **FAMILY AUDIENCE.** In the truest sense, The American Weekly is a family magazine. A typical issue will offer articles fascinating to both adults and the older children of the family. All American Weekly features—from science to home service—are dramatically written, dynamically presented to serve the ENTHUSIASMS of the American family.

2 **FAMILY INFLUENCE.** Most purchases are matters of family decision. "What kind of car shall we buy?" to "What shall we have for dinner tonight?" are questions each member of the family takes part in answering. The American Weekly, appealing to all in the family, gives advertisers the means to influence the basic purchasing unit.

3 **FAMILY COVERAGE.** The American Weekly reaches families in volume—9,300,000—in the markets where the greatest sales volume exists. It has always been a basic advertising buy . . . the one sure way to saturate the cities in which sales leadership is won or lost.

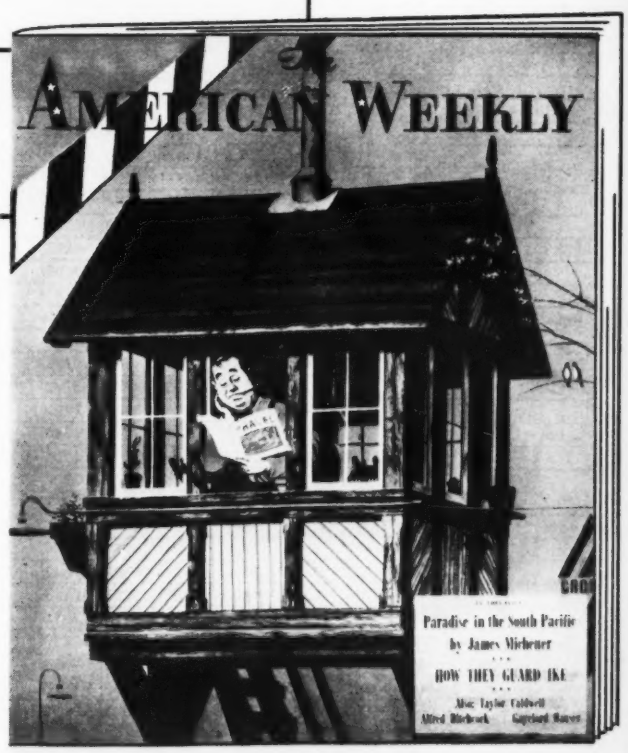
4 **HIGH READERSHIP.** The exciting editorial content and practical home service features of the new American Weekly are producing more readers per copy, more readership throughout the magazine. Advertising has a better chance to register in The American Weekly—with more people spending more time with The American Weekly each week.

5 **TIMELY IMPACT.** The American Weekly reaches ready-to-buy families at the time of the week when national advertising can have its most telling effect. Truly, The American Weekly is America's liveliest Sunday market place. It entertains, informs, stimulates . . . puts readers in a receptive frame of mind.

6 **LOW COST.** No other single magazine or combination of magazines can blanket the high potential markets at lower cost than The American Weekly. Not only do advertisers pay less per page per thousand . . . but more importantly, the full weight of their advertising dollars is brought to bear in the markets known to produce the most sales.

No wonder, more and more distinguished advertisers are using The American Weekly in ever-increasing volume.

During the first 3 months of 1953, The American Weekly showed a whopping 48.5% GAIN in net advertising revenue over the similar quarter of last year.



The AMERICAN WEEKLY *creates* ENTHUSIASM*

*** Enthusiasm is interest raised to a buying pitch!**

63 Vesey Street, New York 7, N. Y.

Branch Offices: Atlanta, Boston, Chicago, Cleveland, Detroit, Los Angeles, San Francisco

(Continued from Page 44)

New Passenger Car Registrations by Makes in States from 1940 Through 1952

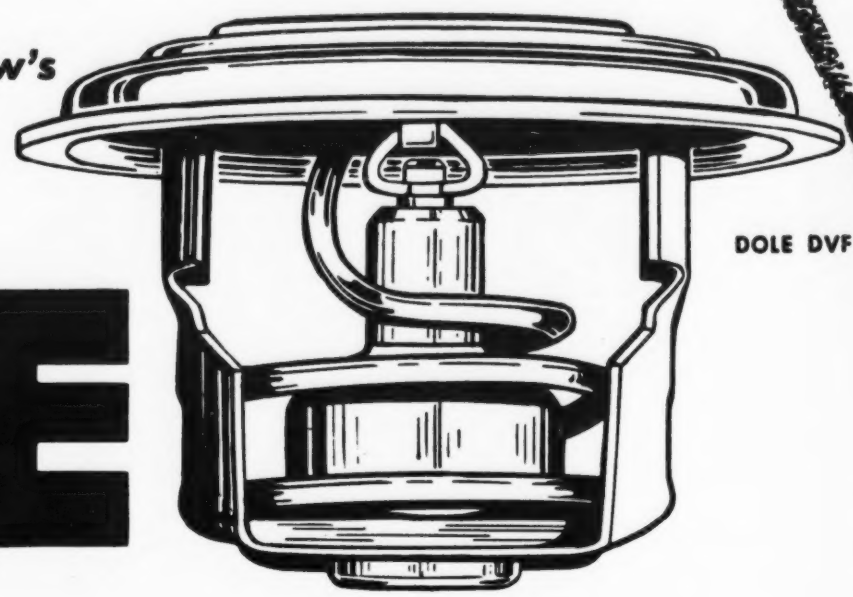
STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
No. Carolina	'52	1633	1488	4042	7845	15008	14623	490	3510	18623	6097	1413	17735	3856	5483	34584	657		752	1016	1869	1206	3038	1244	402	78399
	'51	2080	1818	5210	9933	19041	19043	455	4794	24292	7831	1503	21930	4806	6874	42944	996		1796	1378	1978	1170	3894	383	467	98339
	'50	1921	1827	5326	9455	18529	25560	573	6511	32644	10280	1479	28943	6314	8431	55447	1613	184	434	1638	2222	1194	4512	612	448	119477
	'49	1722	1487	4917	9546	17672	20021	861	4403	25285	6846	1174	20597	4560	5835	39012	907	268		2099	1787	1912	3556	681	335	93514
	'48	1231	1029	3142	5567	10969	10410	504	2241	13155	3861	771	13551	2458	3964	24605	1877	996		1899	1403	1061	2506	514	599	59584
	'47	1092	808	3142	4966	10008	11657	302	1706	13665	3259	664	12548	2584	3788	22843	1230	1050		1338	1319	668	1819	502	314	54756
	'46	670	592	1943	3466	6671	7468	140	1115	8723	1616	247	6452	1195	1976	11486	60	26		1240	997	434	873	65	73	30648
	'41	1781	808	2917	8141	13737	14811	326	1726	16863	4245	643	17154	3123	4968	30133				1228	580	797	1950	433	6	65727
	'40	1440	556	2854	6988	11838	12502	296	1402	14200	3402	206	16041	2552	3837	26038				1315	405	770	1610	379	205	56760
No. Dakota	'52	596	378	960	2274	4208	3764	101	744	4609	1290	312	4055	726	1003	7386	103		28	279	403	259	694	112	10	18091
	'51	775	566	1119	2858	5318	4481	88	974	5543	1606	270	5488	970	1409	9743	237		104	425	463	338	919	113	10	23213
	'50	787	565	1123	2920	5395	5964	82	921	6967	1849	253	6820	1307	1811	12040	406	44	63	458	564	333	1124	127	28	27549
	'49	741	448	1081	2932	5202	4450	136	795	5381	1271	174	5420	801	1193	8859	479	173		613	649	462	982	80	25	22905
	'48	479	302	570	1870	3221	2456	59	410	2925	633	95	2907	467	676	4778	604	341		337	345	118	578		112	13359
	'47	464	175	466	1706	2811	2554	28	368	2950	565	58	2762	446	510	4341	312	362		219	278	95	410	87	29	11894
	'46	181	130	313	910	1534	1776	15	225	2046	225	18	1127	160	213	1743	3	3		178	265	57	194	8	15	6046
	'41	269	215	532	1731	2747	3557	40	345	3942	641	48	4074	493	550	5806				112	390	50	437	135	2	13621
	'40	180	144	456	1571	2351	3156	43	362	3561	613	7	4137	427	376	5560				145	199	63	387	75	17	12358
Ohio	'52	7734	5948	16631	26943	57256	43393	1648	10591	55632	18811	5519	55266	13164	16535	109295	2802		1766	5010	8190	4426	9398	2878	793	257446
	'51	9754	7369	20418	33318	70859	54008	1502	13338	68848	23700	6046	68195	16565	21683	136189	3733		3402	6327	7526	4253	12042	1615	812	315606
	'50	9843	7322	19336	33090	69591	71387	1964	17984	91335	31940	5616	92257	22043	27088	178944	5922	785	956	8424	9642	4910	15014	2102	764	388389
	'49	8661	6729	17222	33403	66015	47515	1920	10885	60320	24230	4582	69344	16937	19949	135042	4074	975		8271	8421	6284	10439	1878	1116	302830
	'48	6768	5602	13943	22151	48464	28204	1748	8477	38429	16574	3470	47317	11135	15462	93958	6448	3283		7267	6637	4303	7537	1681	2241	220248
	'47	6194	5134	14832	21416	47576	33311	1308	7546	42165	18281	3238	45083	12361	15417	94380	3401	3063		5628	6845	2862	6145	1973	1321	215359
	'46	4607	3922	9593	14720	32842	19625	587	3812	24024	9358	1425	24013	6369	8482	49647	227	123		5293	6263	2201	3311	471	287	124689
	'41	10115	7265	15632	34282	67294	36276	945	5231	42452	21773	3293	60070	15561	20802	121499				5461	6448	4031	7017	1611	221	256034
	'40	7284	5690	14295	34154	61423	32318	1085	4540	37943	19213	1280	57797	13708	17130	109128				6455	4407	4186	6770	1807	1320	233439
Oklahoma	'52	110	1050	2958	5780	10908	12127	332	2531	14990	3907	898	13346	3010	3527	24688	148		146	713	1593	575	1716	295	190	55962
	'51	1505	1464	3350	7448	13767	13809	318	3506	17633	4931	1116	17453	3488	4357	31345	317		394	788	1579	578	2383	207	121	69112
	'50	1654	1415	3787	7668	14524	18932	452	5280	24664	7542	1188	23375	4803	6021	42929	537	97	91	1213	2212	777	3132	350	65	90591
	'49	1526	1052	3274	6933	12785	12456	522	3303	16281	4508	897	16543	3102	4135	29185	434	178		1298	1609	1020	2145	402	226	65563
	'48	1317	804	2180	4441	8742	7535	351	1749	9635	2377	591	11657	1906	2757	19288	1230	733		1324	1235	785	1379	343	248	44942
	'47	1160	642	2102	3576	7480	7699	267	1193	9159	2329	463	10324	1783	2203	17102	776	646		855	1179	484	961	356	121	39119
	'46	673	517	1421	2844	5455	6144	151	876	7171	1180	242	5738	896	1142	9198	57	20		757	963	310	517	17	45	24510
	'41	1239	617	2142	3833	7931	11242	272	1111	12625	3012	509	13557	2581	3193	22852				574	652	493	1050	144	5	46226
	'40	894	523	2158	3972	7547	10724	306	1138	12168	2788	208	14466	2422	2937	22821				770	706	559	978	229	188	45966
Oregon	'52	1446	1161	2456	4578	9641	8478	348	2508	11334	3594	957	10400	2771	2988	20710	711		334	1303	2276	1125	2134	992	655	51215
	'51	1977	1374	2961	5183	11495	9054	302	3115	12471	4490	935	12357	3160	3658	24600	776		632	1380	2097	1011	2710	652	622	58446
	'50	1942	1493	2986	5689	12110	12766	413	3478	16657	5831	983	16836	4049	4697	32396	1298	192	205	1590	2376	956	3335	600	546	72261
	'49	1482	1422	3029	5584	11517	8335	435	2282	11052	4026	722	12554	2967	3328	23597	662	150		1627	1791	1254	2724	403	435	55212
	'48	1175	1074	2187	3515	7951	5190	353	1612	7155	2715	449	8265	1803	2366	15598	1391	913		1230	1165	1003	2444	226	579	39655
	'47	1039	933	2002	3029	7003	5868	247	1108	7223	2771	333	7159	1719	2218	14200	637	754		895	1121	476	1337	259	216	34121
	'46	756	671	1412	1569	4408	2513	74	447	3034	1315	149	3537	947	1258	7206	28	26		773	901	334	798	6	6	17520
	'41	2097	1303	2642	4411	10453	4838	216	748	5802	3667	395	10006	2376	3319	19763				854	1532	732	1984	420	18	41558
	'40	1203	1005	1966	4024	8198	4236	220	697	5153	2625	131	8909	1980	2891	18536				734	990	579	1475	505	188	34358
Pennsylvania	'52	8677	7758	19282	36553	72270	51770	1803	11493	65066	22306	5398	62123	15895	17648	123370	3708		2570	5578	9925	5682	10444	3082	1172	302867
	'51	11770	9647	24294	47562	93273	58117	1723	14706	74546	27617	5952	73210	19618	23140	149537	4499		4705	7338	10642	5715	13276	2513	1266	367310
	'50	11843	9412	22516	45551	89322	74265	2177	19164	95606	35801	6389	92405	25906	29610	190111	7644	1060	1218	9278	12948	6429	17570	2954	895	435035
	'49	10580	8778	20301	44654	84313	46052	2577	11406	60035	26716	5012	69019	19892	20948	141587	5123	1145		8246	9976	8266	14649	2153	953	336446
	'48	9438	7518	18669	30922	66547	28195	2164	9465	39824	18270	4011	49375	13572	16758	101986	6722	3145		8099	8939	7123	11795	1414	2170	257764
	'47	8025	6332	17877	27721	59955	30487	1417	7674	39578	18894	3604	41579	14464	15451	93992	3348	2662		5886	8337	4029	8735	1299	912	228733
	'46	6290	4824	12022	18524	41660	18291	699	3391	22381	10132	1699	23314	7823	8371	51339	271	140		5521	7523	3281	5287	125	167	137695
	'41	14520	8718	18484	42475	84197	34592	1259	4745	40596	23956	4376	61174	19283	22956	131745				5291	6817	7022	10890	2363	364	289285
	'40	10816	7655	16546	40228	75245	32813	1477	4627	38917	26134	1636	62461	17631	20189	128051				6046	4882	7629	9189	2146	1930	274035
Rhode Island	'52	573	507	1381	2116	4577	3360	128	871	4359	1243	458	4010	1147	1118	7976	224		204	401	835	315	762	137	237	20027
	'51	805	620	1596	2589	5610	4140	119	1081	5340	1636	575	5008	1612	1505	10336	253		248	402	843	341	887	99	157	24516
	'50	839	771	1860	3135	6605	5851	180	1617	7648	2328	567	6865	2404	2105	14269	469	71	86	609	1041	409	1311	178	188	32884
	'49	738	599	1640	2926	5903	3152	197	881	4230	1906	518	4809	1986	1610	10829	295	66		583	762	434	1111	151	99	24463
	'48	618	483	1293	2088	4482	2051	199	734	2984	1428	355	3760	1336	1382	8261	438	211		681	985	324	1106	110	234	19816
	'47	516	395	1184	1936	4031	2135	167	553	2855	1552	369	3359	1497	1469	8246	309	216		475	920	263	683	171	92	18261
	'46	386	256	794	1261	2697	1281	84	334	1699	747	162	1626	702	762	3999	18	10		454	622	205	307	17	24	10052
	'41	821	470	1257	3254	5802	2531	115	445	3091	1822	444	4722	1904	1976	10868				426	650	519	717	239	25	22337
	'40	593	357	1035	2994	4979	2429	145	421	2995	1963	174	4432	1582	1449	9600				406	334	419	492	121	163	19509
So. Carolina	'52	728	687	2111	3591	7117	7515	204	1532	9251	2899	650	8528	1952	2534	16563	283		440	554	1094	528	1292	389	278	37789
	'51	863	902	2716	4856	9337	9513	248	2104	11865	3750	806	12072	2484	3234	22346	322		742	658	1105	548	1759	172	284	49138
	'50	824	884	2733	4343	8784	12764	298	2960	16022	4857	790	15386	3138	3778	27949	307	25	128	766	1282	446	1926	244	194	58073
	'49	809	704	2475	4471	8459	9997	342	1852	12191	3028	618	11545	2103	2443	19737	222	60		1037	1148	708	1450	308	223	45543
	'48	634	481	1566	2853	5534	6104	253	1058	7415	1813	366	7805	1299	1943	13226	661	226		926	730	411	973	243	254	30599
	'47	550	423	1498	2598	5069	6533	198	1016	7747	1598	291	7240	1238	1699	12066	539	362		788	731	312	693	214	184	28705
	'46	354	304	937	1782	3377	4212	83	587	4882	787	128	4001	597	829	6342	51	28		722	541	245	372	1	74	16635
	'41	866	451	1467	4237	7021	8608	168	963	9739	2270	297	9827	1710	2336	16440				864	253	508	677	103	6	35611
	'40	562	296	1405	3945	6208	7163	140	856	8159	1542	95	8886	1374	1511	13408				938	212	521	760	144	82	30432
So. Dakota	'52	473	370	978	2086	3907	3261	127	837	4225	1268	288	3992	855	1014	7417	129		73	247	415	308	742	200	15	17678
	'51	646	460	1249	2486	4841	3883	121	1111	5115	1719	287	4882	1133	1349	9370	308		200	525	544	433	943	120	4	22403
	'50	619	453	1334	2555	4961	5188	114	1425	6727	2314	326	6676	1423	1825	12564	555	86	66	692	815	453	1096	118	25	28158
	'49	703	340	1198	2533	4774	3742	220	962	4924	1517	213	4589	1028	1290	8637	466	234		744	677	682	875	134	68	22215
	'48	482	227	753	1713	3175	1982	84	503	2569	829	103	3039	607	764	5342	1004	560		383	343	265	482	107	108	14338
	'47	443	158	675	1441	2717	1845	45	317	2207	590	66	2401	465	434	3956	389	438		216	307	99	316	133	30	10808
	'46	207	121	414	866	1608	1554	21	210	1785	306	26	1335	222	225	2114	28	9		221	258	72	167		19	628[illegible]
	'41	366	146	698	1350	2560	3007	44	325	3376	709	67	3721	670	452	5619				117	291	57	363	68		12451
	'40	247	168	688	1446	2549	3034	50	348	3422	742	16	3593	638	363	5352				147	239	73	377	92	35	12296
Tennessee	'52	1233	1171	3559	6708	12671	11257	256	2110	13623	4524	965	13882	2631	4002	26004	350		496	856	1509	732	2332	482	371	59426
	'51	1518	1349	3908	8184	14959	13704	257	2500	16461	5494	959	17063	3030	4868	31414	499		572	1042	1466	762	3010	364	375	70924
	'50	1807	1676	5014	9527	18027	21643	370	3930	25943	9825	1171	25952	5400	7127	49475	1003	158	173	1514	2156	865	4541	794	498	105144
	'49	1720	1324	4406	8808	16258	16213	535	2611	19359	4899	988	18964	3701	4766	33318	785	214		2039	1521	1135	2937	733	551	78850
	'48	1426	926	2997	6250	11599	11016	393	2149	13558	3388	694	14830	2421	3548	24881	1463	598		1982	1605	845	2295	473	842	60141
	'47	1570	908	3486	5847	11811	12727	321	2094	15142	3809	699	13710	2521	3447	24186	867	572		1379	1854	715	1911	657	638	59732
	'46	770	574	1822	4207	7373	7365	164	1098	8627	1517	265	6986	988	1309	11065	100	47		904	1239	412	776	36	110	30686
	'41	1483	850	3078	6590	12001	11720	231	1159	13110	3520	556	16892	2366	2843	26177				637	1103	784	1848	414	41	56115
	'40	1022	683	2843	5793	10341	10792	240	1085	12117	2753	191	15598	2049	2197	22788				746	611	915	1697	492	215	49922

—Figures compiled by R. L. Polk & Co

(Continued on Page 48)

Plus Performance

for temperature control of engines with pressurized cooling systems: for today's and tomorrow's cars and trucks



DOLE DVF

DOLE

"DV" Thermostats

DOLE DV THERMOSTATS used in leading makes—have proved their dependability and capacity to operate positively against the higher pump pressures in modern sealed cooling systems.

DOLE DV THERMOSTATS are also more efficient for the modern cars with open cooling systems.

In a word, DOLE DV THERMOSTATS help *all* cars of advanced design to give top performance—quick warm-up, savings of gasoline, oil and motor wear. Plus, of course, quick heat from the car heater.

Dole Thermostats are available in various sizes and models to meet all installation requirements.

DOLE DV 1

DOLE DV 2

DOLE DV 3

CONTROL WITH DOLE

THE DOLE VALVE COMPANY • 1901-1941 Carroll Avenue, Chicago 12, Illinois • Detroit • Los Angeles • Philadelphia

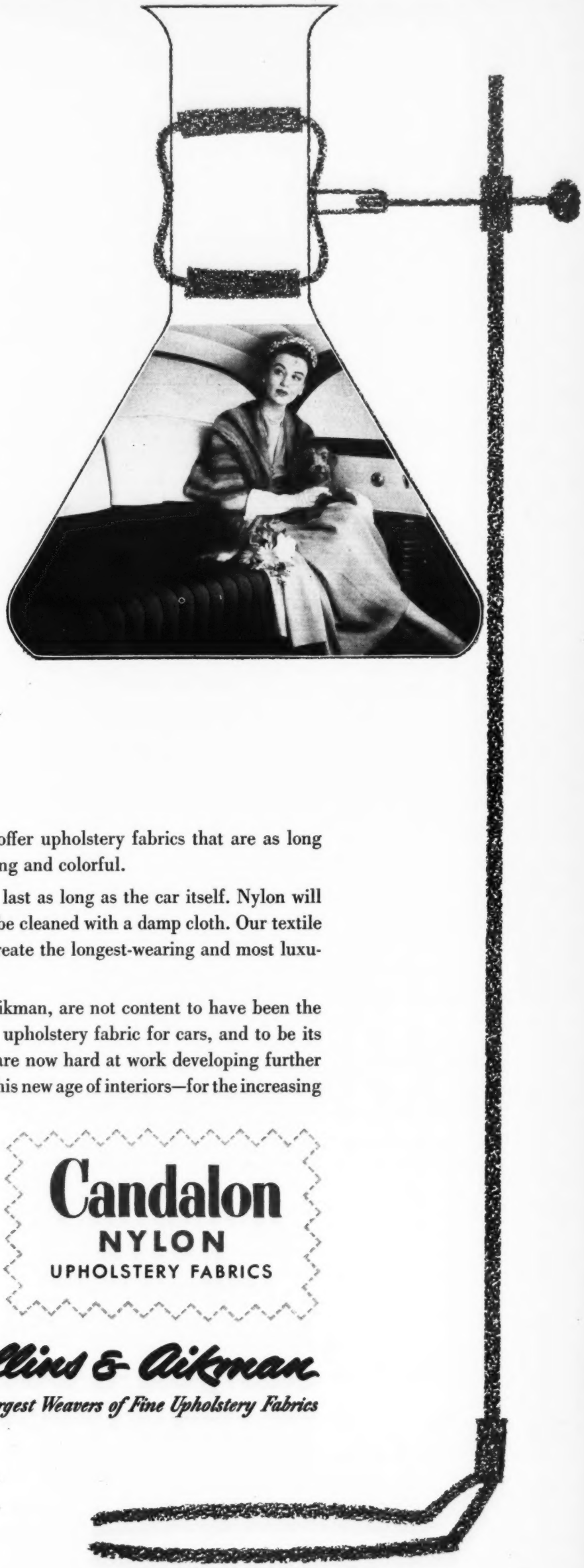
(Continued from Page 46)

New Passenger Car Registrations by Makes in States from 1940 Through 1952

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	
Texas	'52	6238	4000	14021	22949	47208	45198	1906	12213	59317	19600	5097	50337	13790	15542	104366	1500		1300	3053	6402	3426	9005	1624	1486	238687
	'51	7922	4908	15245	29403	57478	54524	1696	15938	72158	24650	5558	64714	15584	19995	130501	1730		1629	3284	5228	2913	12227	1114	673	288935
	'50	7182	4547	17381	28238	57348	74174	2340	25462	101976	32598	5761	86935	19683	23999	168976	3017	374	449	5075	7420	2982	16244	1612	757	366050
	'49	6500	3445	14698	25665	50308	45704	2822	12131	60657	17843	3734	55314	11620	13603	102114	2012	752		6076	5425	3666	9425	1794	1608	243837
	'48	5046	2739	9768	17885	35438	28160	1601	6424	36185	9919	2448	39127	7272	9214	67980	4605	2892		4925	4066	2758	5999	1057	2474	168379
	'47	4210	2030	8882	13692	28814	29722	1091	4610	35423	9456	1965	32449	6071	7160	57101	2331	1931		3423	3800	1647	3803	1138	369	139780
	'46	2550	1613	5742	10596	20501	21608	580	3062	25250	5215	888	18413	3520	4190	32226	155	98		2739	3378	1320	2188	84	130	88069
	'41	4974	2033	10073	17349	34429	40446	954	4362	45752	14258	2423	47649	9338	9409	83077				2071	1866	2190	4405	511	13	174314
	'40	3520	1728	9956	16750	31954	38759	1085	4186	44030	10936	985	44829	8322	6958	72030				2575	1566	2877	3810	567	647	160056
Utah	'52	476	394	949	1474	3293	3215	129	1047	4391	1377	352	3475	960	1245	7409	260		87	503	634	366	780	313	154	18190
	'51	631	490	1070	1740	3931	3666	113	1204	4983	1907	401	4386	1124	1653	9471	282		130	774	683	299	1162	137	71	21923
	'50	635	520	1059	1927	4141	4782	134	1299	6215	2824	423	5808	1528	2029	12612	479	84	57	1120	906	354	1479	146	77	27670
	'49	601	562	1088	2085	4336	3387	117	877	4441	1586	314	4056	967	1423	8346	355	103		1190	766	398	1198	122	111	21366
	'48	482	377	848	1304	3011	2076	125	598	2799	895	175	2509	554	950	5083	539	314		476	486	248	688	41	189	13874
	'47	432	292	794	1193	2711	2154	81	539	2774	942	153	2411	599	703	4838	211	194		338	499	173	410	101	29	12278
	'46	196	221	517	641	1575	1098	46	301	1445	416	61	1178	278	350	2283	7	4		281	333	114	227	5	6	6280
	'41	436	457	680	1386	2959	2092	73	325	2490	1152	164	2887	708	1053	5964				357	294	277	712	98	5	13156
	'40	315	368	854	1449	2986	1811	104	343	2258	832	63	3100	804	893	5692				358	193	300	758	88	56	12689
Vermont	'52	213	145	628	958	1944	1327	47	335	1709	653	143	1823	491	554	3664	107		87	137	360	148	301	283	78	8818
	'51	300	201	604	1169	2274	1610	48	487	2145	883	151	2456	688	824	5002	200		199	188	505	207	413	248	76	11457
	'50	340	239	611	1270	2460	2039	31	420	2490	1211	173	2967	997	1058	6406	261	33	41	232	447	233	583	261	107	13554
	'49	342	293	810	1398	2843	1629	60	297	1986	1135	174	2480	1031	913	5733	268	72		408	615	352	627	252	199	13355
	'48	260	208	596	863	1927	1094	60	281	1435	713	139	1601	480	693	3626	279	156		277	345	216	439	108	183	8991
	'47	226	147	557	769	1699	1184	47	186	1417	636	114	1518	523	729	3520	176	159		233	281	198	298	139	44	8164
	'46	145	129	343	477	1094	612	21	64	697	350	56	705	242	370	1723	18	7		196	176	146	93	10	7	4167
	'41	287	203	495	1237	2222	1489	62	206	1757	867	141	2321	760	1063	5157				243	182	317	263	58	5	10204
	'40	223	161	419	1099	1902	1254	55	201	1510	876	33	2079	685	775	4448				213	108	320	187	61	43	8792
Virginia	'52	2140	1615	4868	9920	18543	17085	537	3517	21139	6144	1515	18861	4404	5588	36512	1027		1014	1987	2257	1435	3640	775	899	89228
	'51	2643	1753	5399	11981	21776	20141	513	4296	24950	7090	1518	23518	5132	6727	43985	1093		1668	2108	2143	1448	4371	411	730	104683
	'50	2658	1929	5698	12310	22595	28500	760	5702	34962	9862	1555	30849	7179	8581	58044	1615	180	296	2805	2397	1617	5321	553	501	130886
	'49	2516	1856	5070	12234	21676	20137	807	3879	24823	6786	1201	23651	5386	6001	43025	1337	434		3029	2274	2092	4134	648	734	104106
	'48	1913	1435	3840	8013	15201	12844	605	2828	16277	4386	717	16256	3052	4443	28854	2153	1167		2220	1982	1315	2658	543	1145	73515
	'47	1760	1169	3900	7135	13964	14573	367	2136	17076	4396	675	14436	2979	3971	26457	1125	1104		1719	2057	870	1833	571	659	67435
	'46	924	745	1909	3969	7547	7609	162	956	8727	1811	239	6499	1214	1733	11496	48	29		1074	1268	497	733	47	107	31573
	'41	2125	1298	4233	10593	18249	15716	270	1496	17482	4632	700	19389	3457	4938	33116				1225	562	1128	1796	155	95	73808
	'40	1251	895	3122	8148	13416	12188	320	1271	13779	3880	176	16539	2478	3530	26603				1066	259	1049	1306	143	219	57840
Washington	'52	1616	1390	2962	5424	11392	9714	343	2766	2823	4020	936	11216	3015	3118	22305	846		328	1284	2485	842	2589	642	913	56449
	'51	2519	1768	3962	6740	14989	11645	283	2907	14835	5572	1091	14258	4140	4025	29086	1143		526	1460	2720	1027	3722	406	878	70792
	'50	2692	1867	4118	7039	15716	16698	422	3623	20743	7330	1171	21047	5450	5702	40700	1510	215	252	1631	3251	990	4526	520	1007	91061
	'49	1975	1923	4364	7465	15727	12850	414	2166	15430	5518	1016	15958	4357	4336	31185	803	234		1703	2499	1502	4196	294	668	74241
	'48	1664	1473	3249	4911	11297	8095	478	2148	10721	4068	681	10409	2685	3179	21022	1323	968		1703	1828	1162	3168	229	688	54109
	'47	1327	1280	2795	4059	9461	9727	281	1604	11612	3881	591	8819	2689	3126	19106	740	822		1564	1634	643	1718	237	174	47711
	'46	879	866	1966	2103	5814	3948	129	836	4913	2000	216	4946	1444	1801	10407	80	39		1289	1457	510	978	49	29	25565
	'41	2276	1945	3882	6602	14705	7091	227	908	8226	5030	604	13314	3787	4170	26905				1891	2049	1270	2734	773	60	58613
	'40	1403	1314	3200	6050	11967	5515	234	817	6566	3889	203	11095	3062	3245	21494				1290	1002	1103	2305	539	231	46497
W. Virginia	'52	912	552	2296	3687	7447	5353	189	1276	6818	2397	491	7410	1398	2087	13783	227		219	554	954	716	1222	606	85	32631
	'51	1312	692	2940	4861	9805	6988	181	1638	8807	2943	552	9122	1868	2762	17247	375		537	658	1146	723	1527	404	116	41345
	'50	1184	702	2398	4422	8706	9064	249	1979	11292	3498	506	10932	2258	2998	20192	637	95	106	764	1214	554	1562	531	154	45807
	'49	1111	632	2234	4626	8603	5635	310	1298	7243	2593	423	8465	1709	2082	15272	406	148		804	1078	854	1314	456	115	36293
	'48	943	542	1582	2987	6054	3541	180	953	4674	1410	303	5559	1118	1288	9678	885	450		716	751	542	951	195	202	25098
	'47	785	431	1605	2809	5630	3872	105	579	4556	1402	276	4993	1133	1182	8986	454	398		656	749	357	732	196	168	22882
	'46	615	379	1068	1988	4050	2429	43	337	2809	712	120	2540	635	616	4623	38	22		548	654	229	384	20	55	13432
	'41	1319	725	1981	4997	9022	5391	131	585	6107	2181	341	8372	1725	2014	14633				699	594	609	1219	255	28	33166
	'40	1013	582	1932	4666	8193	4642	133	513	5288	2187	107	8599	1674	1632	14199				824	384	655	1158	271	130	31102
Wisconsin	'52	2452	2139	5968	9588	20147	16484	492	3746	20722	8102	1792	19636	5641	6124	41295	897		365	1689	5869	1275	4061	674	231	97225
	'51	3695	2670	7518	12839	26722	18107	440	4979	23526	10407	1930	24766	7408	7978	52489	1447		720	2727	6495	1632	5494	374	195	121821
	'50	3747	2700	7177	12527	26151	25685	613	6597	32895	13453	2019	31676	9853	10367	67368	2547	371	321	3967	8422	1965	6434	511	209	151161
	'49	3241	2676	6998	12784	25699	18139	701	3713	22553	9379	1529	24906	7416	7502	50732	2096	641		3880	6799	2636	4903	491	415	120845
	'48	2640	2097	4909	8228	17874	10326	664	2874	13864	5855	1062	17141	4873	5123	34054	3450	1853		2501	5029	1587	2983	537	492	84224
	'47	2169	1698	4599	7288	15754	10532	368	2380	13280	5337	819	14321	4469	4313	29259	1182	1202		2093	4846	869	1978	522	131	71116
	'46	1360	1340	3312	4893	10905	7715	193	1546	9454	2854	370	8115	2631	2355	16325	74	43		1941	4087	616	1087	28	48	44608
	'41	2668	2164	4337	9449	18618	15018	350	2082	17450	7320	958	21406	6651	6551	42886				2192	5138	1464	2911	431	19	91109
	'40	1973	1744	4289	9976	17982	12734	405	2125	15264	6761	374	21235	5636	5499	39505				2439	3629	1404	2356	416	345	83340
Wyoming	'52	394	248	510	1049	2201	1884	81	547	2512	1102	251	2239	592	737	4921	39		13	334	260	211	372	214	27	11104
	'51	474	239	670	1302	2685	2013	81	594	2688	1254	281	2665	704	860	5764	93		46	346	341	206	445	214	9	12837
	'50	483	334	839	1366	3022	2894	134	1014	4042	1874	296	4075	933	1185	8363	175	50	22	484	531	257	628	216	14	17804
	'49	373	212	649	1173	2407	1975	138	547	2660	1057	191	2461	542	643	4894	178	60		557	385	274	475	123	10	12023
	'48	335	206	471	952	1964	1212	99	331	1642	672	115	1824	329	408	3348	372	251		268	247	180	377	74	43	8766
	'47	265	132	411	724	1532	1214	43	221	1478	502	70	1597	296	288	2753	205	231		212	203	86	225	97	27	7049
	'46	135	114	249	466	964	802	16	147	965	251	24	802	147	145	1369	14	10		155	153	63	123	11	7	3834
	'41	357	169	395	847	1768	1758	72	297	2127	738	68	2363	389	416	3974				192	159	105	307	68		8700
	'40	263	153	348	730	1494	1446	61	308	1815	656	15	2302	411	302	3686				221	124	103	258	40	34	7775
Dist. of Col.	'52	609	355	1417	3553	5934	3234	137	583	3954	1147	532	4515	1162	1355	8711	99		162	419	416	402	503	155	175	20930
	'51	846	438	1849	4216	7349	3911	165	903	4979	1720	663	5504	1564	1753	11204	110		292	432	506	333	724	114	190	26233
	'50	906	533	1857	3957	7253	5588	283	1596	7467	2591	715	6999	2395	2619	15319	195	25	37	704	694	428	1005	121	218	33466
	'49	791	535	1858	3724	6908	4302	285	1166	5753	2214	654	5883	2028	1937	12716	116	51		891	700	708	1052	90	174	29209
	'48	725	463	2009	3493	6690	2944	209	831	3984	1707	615	5000	1277	1835	10434	425	182		761	629	725	957	99	384	25270
	'47	620	373	2088	2897	5978	3506	167	485	4158	1817	583	4547	1419	1851	10217	281	272		486	536	461	525	119	153	23186
	'46	435	300	1011	2039	3785	2334	90	268	2692	1056	263	2600	757	1078	5754	19	15		433	451	536	315	15	33	14048
	'41	1366	872	2069	3932	8239	4003	167	448	4618	2807	670	6548	2036	2751	14812				456	275	672	987	59	68	30186
	'40	928	642	1856	4229	7655	3658	211	445	4314	3134	282	7013	1502	2814	14745				610	197	534	864	40	211	29170

—Figures compiled by R. L. Polk & Co.

a new age has begun in auto interiors



The auto industry can now offer upholstery fabrics that are as long lasting as they are eye-catching and colorful.

Nylon upholstery fabric will last as long as the car itself. Nylon will stay beautiful because it can be cleaned with a damp cloth. Our textile experts are using Nylon to create the longest-wearing and most luxurious fabrics ever offered.

However, we, of Collins & Aikman, are not content to have been the pioneer in developing Nylon upholstery fabric for cars, and to be its leading producer today. We are now hard at work developing further important improvements for this new age of interiors—for the increasing benefit of everyone.

Candalon
NYLON
UPHOLSTERY FABRICS

Collins & Aikman

America's Largest Weavers of Fine Upholstery Fabrics

Candalon-

New Passenger Car Registrations by Makes and Months from 1941 Through 1952

MONTHS		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	Hudson	Nash	Packard	Studebaker	Willys	Miscel.	Monthly Totals
January	'52	9524	6599	16367	40378	72868	39815	942	12299	53056	23498	4473	66790	15831	22362	132954	2808		2326	5099	8993	4409	14879	1752	2235	301379
	'51	12573	9891	23471	39312	85247	78562	2810	22960	104332	37396	9441	114523	22469	37362	221191	5533		4550	9334	11228	7000	19422	2421	2508	472766
	'50	12090	8420	23684	43407	87601	70654	1868	17551	90073	28038	2737	84887	19592	27227	162481	2556	412		9159	7584	4146	14404	1820	1326	381562
	'49	9092	7675	19881	35485	72133	55191	3607	9271	68069	25837	6308	30172	13896	12719	88932	3354	2143		11137	7937	6122	9232	1776	2326	273161
	'48	8621	6946	20335	30311	66213	44896	1728	10110	56734	18073	4351	55090	12148	16428	106090	7410	5443		6596	8469	4152	10211	1886	1775	274978
	'47	6326	4938	13325	19073	43662	35442	1576	7627	44645	16158	3570	43506	13811	12609	89654	2402	1158		6646	8396	2871	7432	1324	873	209063
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	10800	6132	16648	35209	68789	50789	1639	7060	59488	26261	5145	70939	19246	22315	143906				5384	5607	4494	7991	1488	411	297558
February	'52	9177	6523	17236	33841	66777	40028	1214	11960	53202	23821	6364	66009	16546	17685	130445	2694		1979	5845	9662	4423	15690	2186	2576	295459
	'51	11423	9230	25333	46030	92016	72056	2417	20694	95167	37237	8384	88810	23195	28150	185776	5379		4726	10025	9973	6134	17338	2182	2081	430797
	'50	8968	6636	17762	29006	62372	80801	2384	20417	103602	33101	3843	99270	26593	30573	193380	2407	395		8942	9213	4540	20866	1808	1465	408990
	'49	6897	5549	13496	22692	48634	52782	2733	9259	64774	25136	5509	41275	15924	14480	102324	2537	1556		10146	8124	5879	10613	1552	2079	258218
	'48	6188	4710	14480	21433	46811	42650	1238	9321	53209	20001	1801	53411	12484	18148	105845	6501	4555		6907	8227	3549	10367	1845	1965	249781
	'47	6313	4830	13466	22832	47441	38691	1706	8401	48798	16970	3419	38774	13061	14836	87060	2740	1417		7324	7070	3004	7082	1429	968	214333
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	10404	6023	15176	34502	66105	54088	1544	6824	62456	24391	4685	73488	19604	23759	145927				5156	6594	4082	7530	1497	354	299701
March	'52	9026	7784	17631	31494	65935	63011	2049	14000	79060	24212	6916	65557	17743	18608	133036	3059		2342	6074	9201	5607	13410	2607	2526	322857
	'51	15967	10212	29379	52175	107733	88497	2228	21521	112246	42969	8985	110166	29886	33468	225474	6423		6592	12124	11619	7088	18561	2494	2245	512599
	'50	5022	3637	10623	12921	32213	108157	2889	28898	139944	48768	7631	121764	34797	38788	251748	3521	474		12609	14549	6776	29942	2407	1702	495885
	'49	9399	8185	15679	28084	61347	69858	3433	13793	87084	29885	6647	71389	20733	25898	154552	3773	2068		13110	11136	8465	14389	2139	2521	360584
	'48	8997	6945	18599	29364	63905	42405	1133	8454	51992	24726	3665	66465	18377	23470	136703	7795	4657		10967	10490	5884	13434	2821	3002	311650
	'47	7779	5660	16762	28397	58598	45992	2122	9914	58028	19663	3996	50494	15696	17669	107518	3321	1771		9424	9892	3859	9107	1738	1458	264714
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	15522	9060	22561	50599	97742	66216	1840	8849	76905	35216	6253	106436	25838	34626	208369				7288	9446	6507	10500	2235	404	419396
April	'52	10455	8580	20776	37417	77228	73311	2656	16478	92445	28424	7661	75695	19918	22284	153982	3417		2369	6781	12153	6418	13819	2889	2787	374288
	'51	15988	8584	25389	51577	101538	85184	2147	19722	107053	35979	8353	99181	28101	29543	201157	5116		5451	9179	11123	5721	16657	2192	2126	467313
	'50	2295	1625	4337	4919	13176	103499	3001	28645	135145	47487	7724	121188	32118	36918	245435	2914	1850		13754	18085	7726	29267	2279	1584	471215
	'49	10946	7784	14585	49473	82788	67212	3592	17248	88052	28666	7034	76637	20325	24672	157334	6009	1987		12595	12599	8553	16087	2525	2403	390932
	'48	12512	9600	24332	35598	82042	23864	1231	3910	29005	24823	6434	71184	19197	24187	145825	12152	7417		12069	12653	8103	13535	3143	4611	330555
	'47	8723	6988	19402	31610	66723	43838	2242	9734	55814	21570	4867	61569	16402	19551	123959	3449	2450		8720	11132	4291	9658	2419	1611	290226
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	19239	11666	27985	63571	122461	63009	2042	9133	74184	44167	7928	120879	33917	41187	248078				9808	10893	7723	12701	2319	293	488460
May	'52	11434	9150	27662	45237	93483	70670	2808	18240	91718	31040	8302	87033	22062	26236	174673	3868		4435	8270	15478	6899	16333	3876	3184	422217
	'51	16170	10355	26837	57105	110467	83330	2119	22302	107751	34465	8301	98001	25923	28515	195205	4356		4887	9010	11410	5504	17385	2227	2244	470446
	'50	4113	2794	7818	13891	28616	105198	3027	31030	139255	46958	7773	117626	31520	37429	241306	3704	2603		14147	20380	7614	25987	3103	1648	488363
	'49	10918	8734	19610	48909	88171	60454	4061	17281	81796	35824	7714	104542	25403	31178	204661	7683	1983		15095	12152	9367	19626	2941	2776	446251
	'48	9377	7011	17141	25908	59437	6056	2967	8257	17280	19043	5763	53896	14711	17861	111274	10822	7216		10784	11207	8464	12121	2485	4548	255638
	'47	8358	6424	18608	28663	62053	46942	2339	10232	59513	20131	4989	62282	16212	19288	122902	3364	3336		9274	9712	3652	9048	2341	1524	286719
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	21607	13611	29948	66290	131456	76854	2426	10807	90087	42311	8110	121411	33551	39889	245272				9963	11265	8650	14315	3074	396	514478
June	'52	11902	8972	31344	46988	99206	68012	2807	16686	87505	30474	8301	85052	21650	27642	173119	3951		4035	8300	16769	7553	15627	4414	3176	423655
	'51	14958	10506	27569	57198	110231	79557	1989	21175	102721	33015	7892	94921	23439	27762	187029	4141		4612	7940	11708	5150	16263	2503	2367	454665
	'50	14957	12085	29946	54316	111304	106562	3021	30153	139736	46261	8839	123388	31649	38616	248753	9575	2208		14072	19788	7131	26212	3447	1696	583922
	'49	11277	8994	23262	48984	92517	42420	2708	10808	55936	35798	7433	110078	25876	31858	211043	7896	1599		15103	12862	10064	20312	2902	2236	432470
	'48	4783	3877	9280	14941	32881	16527	3723	11053	31303	19961	5373	57567	14587	17430	114918	11239	7004		11686	10573	8007	13267	1541	4507	246926
	'47	7419	5549	16867	25658	55493	44735	2272	8454	55461	20352	4665	59661	14897	18201	117776	3337	5003		8670	8505	3526	8658	2049	1385	269863
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	17531	11254	24566	54600	107951	71586	2292	10045	83923	37569	7105	103324	27332	33168	208498				8232	10228	7734	13968	2638	298	443470
July	'52	10845	8197	25569	41361	85972	47104	2737	14311	64152	24863	7944	62690	17307	21270	134074	3994		2675	7906	14492	7234	11934	4653	3368	340454
	'51	11921	9007	24313	48836	94077	66696	1710	18253	86659	30735	7622	85970	22167	27266	173760	3989		3877	6880	11710	5109	15614	2535	2123	406333
	'50	18134	14173	37182	61419	130908	99694	3306	28773	131773	48884	9301	126897	33153	39279	257514	13116	1677		15918	20251	7046	24528	4522	2673	609926
	'49	11175	8703	26833	45071	91782	70887	2589	16060	89536	31432	6621	106449	24931	30488	199921	6595	1191		12293	13551	9267	19617	2911	1813	448477
	'48	9785	7224	19163	31649	67821	39104	3987	13068	56159	18565	5169	51321	13734	16127	104916	10665	5407		10497	9735	7380	13231	754	4641	291206
	'47	7396	5632	16793	23120	52941	39479	2235	7694	49408	19935	4690	59676	15212	18390	117903	4137	5984		9038	7508	3807	8715	2298	1428	263167
	'46	7799	5813	15872	23621	53105	24893	652	4228	29773	11866	1592	30805	8647	10543	63453				7904	8233	1679	5684		54	172961
	'41	14874	9184	21213	45758	91029	65485	1962	8704	76151	33383	6970	95110	24624	28895	188982				6319	7563	5922	13051	2415	363	391795
August	'52	7792	5891	14959	18796	47438	37870	2756	11771	52397	15415	7510	27216	10255	15187	75583	3358		1748	6776	9086	4736	7200	4085	3261	215668
	'51	11525	9565	26744	51042	98876	72897	2324	19956	95177	30139	8350	84627	21467	27506	172089	3960		3946	7095	13172	5126	20006	2166	2809	424422
	'50	20641	15631	43708	71740	151720	113067	3570	29371	146008	55466	12566	147369	37801	45786	298988	14507	1106		15435	18147	3836	26026	4668	3554	683995
	'49	12956	9869	29733	50911	103469	77660	3066	18189	98915	33668	6800	114034	26734	34264	215500	6216	1008		11480	13763	9857	13820	2825	1703	478556
	'48	10532	8192	20807	36149	75680	41589	2810	14684	59083	21804	6088	61509	16133	19310	124844	11645	3312		7795	10867	7262	11511	645	5144	317788
	'47	8604	6740	19720	27284	62348	42082	1564	6881	50527	19995	4612	53459	14285	16242	108593	5602	5571		8672	8201	4331	7521	2025	1475	264866
	'46	7940	5966	16048	24625	54579	37058	1524	6816	45398	14012	2154	38412	8375	11475	74428	2	1		6788	7575	3771	6578		57	199316
	'41	10349	7565	15968	23018	56900	52895	1099	5736	59730	17137	3277	57326	11854	15710	105304				4677	3677	4202	9623	2211	271	246595
September	'52	7757	6157	15270	29717	58901	59503	2775	13698	75976	25216	8854	69938	17400	21408	142816	3219		1696	6675	9869	4298	8440	3631	3349	318870
	'51	11882	10340	28402	46387	97011	62099	2402	17963	82464	30623	7698	79583	22145	27998	168047	3635		3743	6660	14031	5558	20076	2177	2815	406217
	'50	16665	12482	37403	73034	139584	110211	2853	28030	141094	50180	12394	137662	34135	41654	276025	13286	475		9868	9722	3515	25791	3375	3020	625775
	'49	12081	9249	29011	50002	100343	72537	3036	16866	92439	37964	6882	108320	25130	30996	209292	4475	720		9640	9843	8735	19871	2801	1488	459647
	'48	8694	6506	16075	28518	59793	53654	2018	16794	72466	20787	5833	58834	15311	18765	119530	8961	3606		3851	4830	6012	11185	999	5106	296339
	'47	7802	6207	18702	27481	60192	44664	1345	5599	51608	22280	4938	43825	14720	14688	100451	5178	5333		6990	7710	4449	6007	1803	1574	251655
	'46	7230	5382	14620	25296	52528	37546	1242	7151	45939	18918	3008	43292	12605	14354	92177	3	4		8578	7231	4399	7912	22	69	219281
	'41	5770	4297	10806	20526	41399	22708	604	2498	25810	5927	1210	20236	4129	6521	38023				5238	2319	4860	5695	1395	554	125293
October	'52	5710	6767	16650	31639	60766	79037	3266	15620	97923	30753	9043	88811	21802	27114	177523	3494		1430	6255	12494	4824	12045	3648	2983	383385
	'51	9982	8907	23580	35961	78430	61494	2275	16994	80763	28106	8459	77377	19396	24525	157863	3715		3591	7111	13557	5515	16902	2286	3429	373162
	'50	16997	12397	31340	67961	128695	113218	2700	25583	141501	41660	11288	128778	29418	36150	247294	9496	244	5330	4605	14605	7396	16055	2560	2592	580373
	'49	13492	10890	30564	51081	106027	81449	3243	19546	104238	33145	7050	103786	24871	30044	198896	3353	587		7911	11774	7831	21133	2320	1695	465765
	'48	6698	5693	13343	24229	49963	59775	3578	15551	78904	20930	6054	60259	15408	18367	121018	9621	2114		6853	2110	4645	11206	1295	3712	291442
	'47	8333	6640	19495	26354	60822	50233	2198	11830	64261	24509	2913	52596	15114	17342	112474	6643	6181		4601	8175	4503	9993	2256	1419	281428
	'46	6277	4810	13181	24212	48480	41871	1437	8846	52154	20049	3131	41516	13899	16988	95583	133	119		7234	8636	4579	7353	219	74	225180
	'41	5912	4450	10455	21052	41869	24670	969	3395	29034	10588	2728	40243	7832	12054	73445				4149	3398	6082	6194	1135	179	165485
November	'52	8404	6906	19471	24202	58983	73948	2210	18247	94405	29099	7661	81667	20420	23786	162633	3654		1891	4845	11522	3796	12722	3417	2388	360256
	'51	8904	8140	20483	30986	68513	56049	1977	16308	74334	26485	7057	68262	18097	22379	142280	3135		3011	5930	11548	4472	14779	1628	2469	332099
	'50	13288	10516	23029	52365	99198	72106	2351	22880	97337	34706	10293	103557	24914	29834	203304	4993	178	4491	5737	10394	5850	9030	1655	2026	444193
	'49	11515	9487	27509	47466	95977	68272	2936	17317	88525	27605	6376	90677	23159	27171	174988	2788	463		7059	11781	6931	17694	1992	1504	409702
	'48	9787	7848	21213	33242	72090	57847	4328	11887	74062	21092	5091	59153	9352	19622	114310	6411	3831		11581	7452	6758	11833	2030	2985	313230
	'47	9293	7381	20436	30677	67787	52071	2360	13320	67751	23595	6275	64275	16565	20656	131366	7047	5831		2494	7612	4673	8883	1804	1359	258934
	'46	6699	5282	14352	19667	46000	39208	1775	8852	49835	23500	4640	73366	18210	19807	139523	876	613		8437	9583	5240	6906	762	108	230424
	'41	5559	3864	10590	19875	39888	27023	1254	4388	32665	16748	3286	35160	11460	14661	81315				3895	3215	4773	5696	733	191	164747
December	'52	11366	10151	23529	52064	97110	80172	2890	22573	105635	23991	4777	76084	17255	22769	144876	3506		1792	5683	12801	6149	15803	3858	2693	399906
	'51	8142	7906	17103	26040	59191	55888	1418	15491	72797	25136	6551	65621	17187	23347	137842	2796		2494	5559	8956	4622	12511	1238	2078	310084
	'50	18130	14627	33262	62388	128407	82951	3348	26886	113185	54298	7436	108013	36829	38274	244850	262	5757	4518	9973	13004	7579	20121	2282	2321	552259
	'49	10768	8192	23367	49757	92084	88044	2687	20991	111722	27465	6506	74107	22369	27265	157712	3316	522		12338	9806	6700	17066	1892	1421	414572
	'48	9341	7902	19155	35832	72230	58521	3897	14423	76841	14957	3757	60920	14089	19224	112947	5145	3432		9912	7543	7627	11219	1964	2446	311412
	'47	7525	5977	15976	21609	51087	48477	2122	11512	62111	20957	4445	50592	14103	16939	107036	8351	7123		1491	8895	4909	10019	1914	1654	312263
	'46	6191	4693	12992	19534	43410	38323	1662	8997	48982	20481	3965	46814	15316	18682	105258	2487	1136		7962	11087	5469	8457	1326	98	274735
	'41	5458	3898	9647	17187	36190	26690	1098	4435	32223	14917	3545	35794	10980	13338	78574				3152	3619	4624	7067	962	153	174183

Source: R. L. Polk & Co.

A complete line of "Customized" accessories for maximum profits and fastest turnover!

"Customized" CELLO GRILLE GUARDS

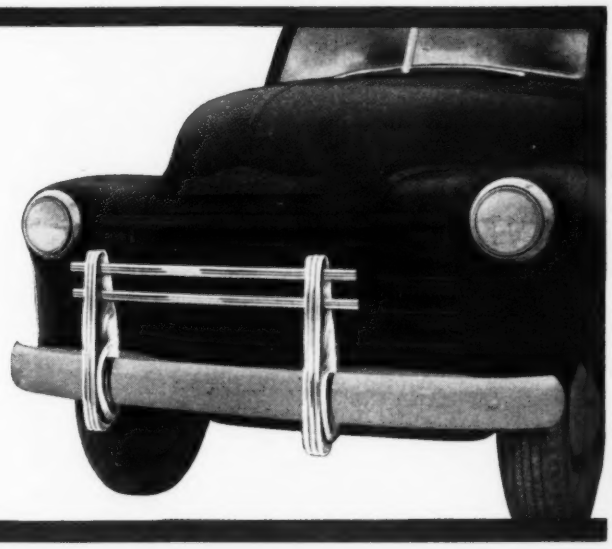
Customized Cello grille guards are manufactured to fit any '53 automobile as well as '46 to '52 cars. Furnished with dual uprights, sturdy cross rail and wing rails, Cello's gleaming chrome guards easily fit over front bumper guards. Heavy chrome finish is guaranteed to meet the latest automotive plating specifications. Hardware is zinc plated for all-weather resistance to rust.

Individually packaged assuring chrome protection at all times during shipment.

"Customized" CELLO TRUCK GUARDS

Custom-built for 101 latest truck models these massive guards give rugged protection, gleaming beauty and above all, they can be installed in only 5 to 8 minutes.

Made of extra heavy 11-gauge cold drawn steel they are triple-plated with chrome-on-nickel-on-copper. Sturdy studs, nuts and lock washers fasten heavily rust-proofed back plates.



"Customized" CELLO TRUNK GUARDS AND LICENSE FRAMES

Cello trunk guards and adjustable stainless steel license frames are just two of the many customized items which the company produces to fit any automobile from '46 to '53.

Trunk guards give maximum protection along with gleaming beauty. Chrome finish is guaranteed chrome-on-nickel-on-copper to original equipment specifications.

Cello license frames have patented spring clips for speedy mounting. Plate is held secure, preventing rattling and guaranteed to hold frame without screws. Made of highly polished stainless steel.

"Customized" Cello Accessories

For further information of Cello accessories contact your nearest Cello jobber or write direct to the factory.

CELLO PRODUCTS COMPANY

Subsidiary of A. S. CAMPBELL COMPANY, INC. EAST BOSTON 28, MASSACHUSETTS, U. S. A.

New Passenger Car Sales by Makes in

Standing	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES								
	Maine	New Hampshire	Vermont	Massa-chusetts	Rhode Island	Connec-ticut	New York	New Jersey	Pennsyl-vania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	South Carolina	North Carolina	Georgia	Florida
1	Chev. 3681	Chev. 2976	Chev. 1823	Chev. 21134	Chev. 4010	Chev. 11283	Chev. 60339	Chev. 27130	Chev. 62123	Chev. 3015	Chev. 14577	Chev. 4515	Chev. 18861	Chev. 7410	Chev. 8528	Chev. 17735	Chev. 16970	Chev. 15912
2	Ford 2756	Ford 2289	Ford 1327	Ford 18574	Ford 3360	Ford 10161	Ford 49219	Ford 25199	Ford 51770	Ford 2325	Ford 12361	Plym. 3553	Ford 17085	Ford 5353	Ford 7515	Ford 14623	Ford 14043	Ford 13667
3	Plym. 1880	Plym. 1386	Plym. 958	Plym. 13878	Plym. 2116	Plym. 6214	Plym. 33848	Plym. 14279	Plym. 36553	Plym. 1074	Plym. 7413	Ford 3234	Plym. 9920	Plym. 3687	Plym. 3591	Plym. 7845	Plym. 7035	Plym. 7711
4	Buick 1144	Pont. 984	Buick 653	Buick 8071	Dodge 1381	Dodge 4486	Buick 28640	Buick 10974	Buick 22306	Buick 917	Buick 4024	Dodge 1417	Buick 6144	Buick 2397	Buick 2899	Buick 6097	Buick 5703	Buick 6272
5	Pont. 1092	Buick 909	Dodge 628	Dodge 7655	Buick 1243	Buick 4419	Dodge 26083	Pont. 10406	Dodge 19282	Olds. 694	Pont. 3956	Pont. 1355	Pont. 5588	Dodge 2296	Pont. 2534	Pont. 5483	Pont. 5181	Dodge 4855
6	Dodge 1035	Dodge 847	Pont. 554	Pont. 7553	Olds. 1147	Pont. 3879	Pont. 23156	Dodge 9390	Pont. 17648	Stud. 672	Dodge 3882	Olds. 1162	Dodge 4868	Pont. 2087	Dodge 2111	Dodge 4042	Dodge 3998	Pont. 4508
7	Olds. 883	Olds. 705	Olds. 491	Olds. 7243	Pont. 1118	Olds. 3573	Olds. 19744	Olds. 7804	Olds. 15895	Dodge 647	Olds. 3167	Buick 1147	Olds. 4404	Olds. 1398	Olds. 1952	Olds. 3856	Olds. 3676	Olds. 4100
8	Merc. 685	Nash 594	Nash 360	Merc. 4726	Merc. 871	Merc. 2993	Merc. 14423	Merc. 7148	Merc. 11493	Pont. 638	Merc. 2672	Chry. 609	Stud. 3640	Merc. 1276	Merc. 1532	Merc. 3510	Merc. 3292	Merc. 4005
9	Stud. 626	Stud. 563	Merc. 335	Nash 4643	Nash 835	Stud. 2558	Nash 12198	Stud. 5459	Stud. 10444	Merc. 498	Nash 2395	Merc. 583	Merc. 3517	Stud. 1222	Stud. 1292	Stud. 3038	Stud. 2755	Stud. 2813
10	Nash 529	Merc. 491	Stud. 301	Stud. 4403	Stud. 762	Nash 2314	Stud. 11686	Chry. 4842	Nash 9925	Nash 346	Stud. 2267	Cad. 532	Nash 2257	Nash 954	Nash 1094	Nash 1869	Chry. 1489	Nash 2747
11	Chry. 403	Hud. 377	W-O 283	DeSot. 3371	Chry. 573	Chry. 1972	Chry. 11143	Nash 4670	Chry. 8677	Cad. 263	Hud. 1761	Stud. 503	Chry. 2140	Chry. 912	Chry. 728	Chry. 1633	Nash 1447	Chry. 2274
12	Hud. 403	Chry. 321	Chry. 213	Chry. 3140	Dodge 507	Cad. 1574	DeSot. 10612	Cad. 3799	Dodge 7758	Chry. 231	Chry. 1718	Hud. 419	Hud. 1987	Pack. 716	DeSot. 687	DeSot. 1488	Cad. 1276	Cad. 2083
13	DeSot. 402	W-O 290	Pack. 148	Cad. 2145	Cad. 458	Hud. 1572	Cad. 9189	DeSot. 3642	Pack. 5682	Hud. 212	DeSot. 1390	Nash 416	DeSot. 1615	W-O 606	Cad. 650	Cad. 1413	DeSot. 1007	Pack. 1591
14	W-O 293	DeSot. 240	DeSot. 145	Hud. 1867	Hud. 401	DeSot. 1506	Hud. 7330	Hud. 3464	Hud. 5578	DeSot. 182	Pack. 1123	Pack. 402	Cad. 1515	Hud. 554	Hud. 554	W-O 1244	Pack. 952	W-O 1366
15	Cad. 262	Kais. 223	Cad. 143	Pack. 1572	Pack. 315	Pack. 1316	Pack. 6695	Pack. 3320	Cad. 5398	Kais. 151	Hen. J 995	DeSot. 355	Pack. 1435	DeSot. 552	Pack. 528	Pack. 1206	Hud. 850	DeSot. 1351
16	Hen. J 253	Pack. 210	Hud. 137	Hen. J 1052	Kais. 224	Kais. 879	W-O 4286	W-O 1837	Kais. 3708	Pack. 138	Cad. 932	Hen. J 162	Kais. 1027	Cad. 491	Hen. J 440	Hud. 1016	W-O 684	Hud. 1178
17	Kais. 207	Cad. 207	Kais. 107	W-O 1034	Hen. J 204	W-O 856	Kais. 4053	Kais. 1771	W-O 3082	Hen. J 92	Kais. 729	W-O 155	Hen. J 1014	Kais. 227	W-O 389	Hen. J 752	Hen. J 672	Hen. J 1162
18	Pack. 197	Hen. J 176	Hen. J 87	Kais. 904	W-O 137	Hen. J 670	Hen. J 2794	Hen. J 1309	Hen. J 2570	Linc. 90	W-O 654	Linc. 137	W-O 775	Hen. J 219	Kais. 283	Kais. 657	Kais. 473	Linc. 839
19	Linc. 137	Linc. 108	Linc. 47	Linc. 827	Linc. 128	Linc. 548	Linc. 2636	Linc. 1052	Linc. 1803	W-O 56	Linc. 452	Kais. 99	Linc. 537	Linc. 189	Linc. 204	Linc. 490	Linc. 464	Kais. 612
20	Aust. 21	Aust. 61	Aust. 21	Aust. 287	Cros. 37	Aust. 167	Aust. 887	Aust. 312	Aust. 165	Cros. 16	Aust. 47	Ford Brit. 57	All-State 173	Cros. 47	Ford Brit. 137	Cros. 56	Ford Brit. 72	Ford Brit. 327
21	Cros. 18	Cros. 18	Cros. 13	Cros. 138	Aust. 31	Ford Brit. 108	Ford Brit. 244	Cros. 99	Cros. 128	Aust. 11	Ford Brit. 43	Aust. 15	Aust. 90		Cros. 29	All-State 56	Cros. 41	Cros. 257

Standing	EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Ohio	Illinois	Indiana	Michigan	Wisconsin	Kentucky	Tennessee	Alabama	Mississippi
1	Chev. 55266	Chev. 56012	Chev. 25652	Ford 62797	Chev. 19636	Chev. 12161	Chev. 13882	Chev. 11859	Chev. 8186
2	Ford 43393	Ford 50334	Ford 20754	Chev. 61751	Ford 16484	Ford 9903	Ford 11257	Ford 9978	Ford 6321
3	Plym. 26943	Plym. 34296	Plym. 13000	Plym. 26132	Plym. 9588	Plym. 5299	Plym. 6708	Plym. 5520	Plym. 3746
4	Buick 18811	Buick 23669	Buick 8808	Buick 22231	Buick 8102	Buick 3528	Buick 4524	Buick 3386	Buick 2605
5	Dodge 16631	Dodge 18702	Pont. 8068	Pont. 21354	Pont. 6124	Pont. 3375	Pont. 4002	Pont. 3237	Pont. 2171
6	Pont. 16535	Pont. 18144	Stud. 7535	Olds. 15470	Dodge 5968	Dodge 3002	Dodge 3559	Dodge 2693	Dodge 1547
7	Olds. 13164	Merc. 13649	Dodge 6625	Dodge 14317	Nash 5869	Olds. 2518	Olds. 2631	Merc. 2371	Stud. 1540
8	Merc. 10591	Olds. 15303	Olds. 6165	Merc. 12295	Olds. 5641	Stud. 2169	Stud. 2332	Olds. 2304	Merc. 1485
9	Stud. 9398	Nash 12482	Merc. 4685	Nash 8866	Stud. 4061	Merc. 2042	Merc. 2110	Stud. 1975	Olds. 1447
10	Nash 8190	Stud. 10118	Nash 4400	Stud. 7389	Merc. 3746	Nash 1964	Nash 1509	Nash 1342	Chry. 835
11	Chry. 7734	Chry. 8318	Chry. 3130	Cad. 7177	Chry. 2452	Chry. 1189	Chry. 1233	Chry. 1088	Nash 829
12	DeSot. 5948	Hud. 7629	DeSot. 2816	Chry. 6016	DeSot. 2139	Hud. 797	DeSot. 1171	W-O 803	Cad. 506
13	Cad. 5519	Cad. 7155	Hud. 2512	DeSot. 5086	Cad. 1792	DeSot. 792	Cad. 965	Hud. 793	DeSot. 501
14	Hud. 5010	DeSot. 6933	Cad. 2181	Hud. 4440	Hud. 1689	Cad. 742	Hud. 856	Pack. 761	Pack. 474
15	Pack. 4426	Pack. 4337	Pack. 1674	Pack. 3705	Pack. 1275	Pack. 711	Pack. 732	DeSot. 733	Hud. 365
16	W-O 2878	Kais. 2532	Kais. 1363	Kais. 2963	Kais. 897	W-O 574	Hen. J 496	Cad. 726	W-O 329
17	Kais. 2802	Linc. 2143	W-O 1003	Linc. 2209	W-O 674	Kais. 331	W-O 482	Hen. J 472	Hen. J 247
18	Hen. J 1766	W-O 1497	Hen. J 855	Hen. J 1590	Linc. 492	Hen. J 305	Kais. 350	Kais. 433	Kais. 239
19	Linc. 1648	Hen. J 1191	Linc. 823	W-O 1563	Hen. J 365	Linc. 193	Linc. 256	Linc. 391	Linc. 194
20	Cros. 213	Cros. 173	Cros. 75	Cros. 69	Cros. 27	Cros. 28	All-State 100	All-State 76	All-State 64
21	Ford Brit. 11	Aust. 25	Aust. 25	Ford Brit. 24	Aust. 8	Aust. 5	Cros. 65	Cros. 23	Cros. 19

New Passenger Car Sales by Months in

MONTH	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC								
	Connecticut	Maine	Massachusetts	New Hampshire	Rhode Island	Vermont	New Jersey	New York	Pennsylvania	Delaware	Dist. of Col.	Florida	Georgia	Maryland	North Carolina	South Carolina	Virginia	West Virginia
January	4483	1199	6854	1102	1550	689	11830	20262	20040	1007	1522	6260	8076	5269	6621	3097	7819	2741
February	3960	1013	7579	1368	1478	393	10980	16738	23250	809	1596	6023	5370	5151	4783	2646	7047	2451
March	5218	1122	9427	1329	1168	623	11019	27286	22466	1112	2179	5938	4319	5459	6834	3042	6948	2377
April	5629	1666	12146	1584	2210	814	14736	37505	23764	916	1744	7713	4076	5784	6578	3222	8750	3314
May	6868	2004	12680	1466	2206	987	12932	39119	30831	1085	1979	7045	9940	5918	6980	3948	7458	2633
June	6342	2255	12389	1353	2152	845	16289	33431	31058	1430	2207	7708	8757	6900	7754	3745	9017	3365
July	4674	1313	8217	779	1698	854	13541	28745	28345	1120	1840	6244	5067	4926	6768	2804	7281	3143
August	3092	794	5547	725	742	479	5498	18133	14887	609	933	4450	3477	3245	3440	1708	3995	1526
September	4967	1378	9576	968	1508	696	10570	27948	20071	948	1765	5920	5746	4951	6270	3024	6507	2276
October	6135	1862	10587	1153	1711	795	14982	28348	26418	1153	1608	7282	6292	6767	7089	3728	8224	3104
November	5882	1369	11719	826	1576	756	12396	34281	24433	989	1681	7034	5254	5848	7519	2778	7521	2667
December	6518	992	8474	1442	2028	887	14163	30248	37304	1151	1876	9288	5866	6613	7763	4047	8661	3033
TOTAL	63768	16967	115195	14095	20027	8818	148936	342044	302867	12329	20930	80905	72240	66831	78399	37789	89228	32631
PERCENT	1.53	0.41	2.77	0.34	0.48	0.21	3.58	8.23	7.28	0.30	0.50	1.95	1.74	1.61	1.89	0.91	2.14	0.78

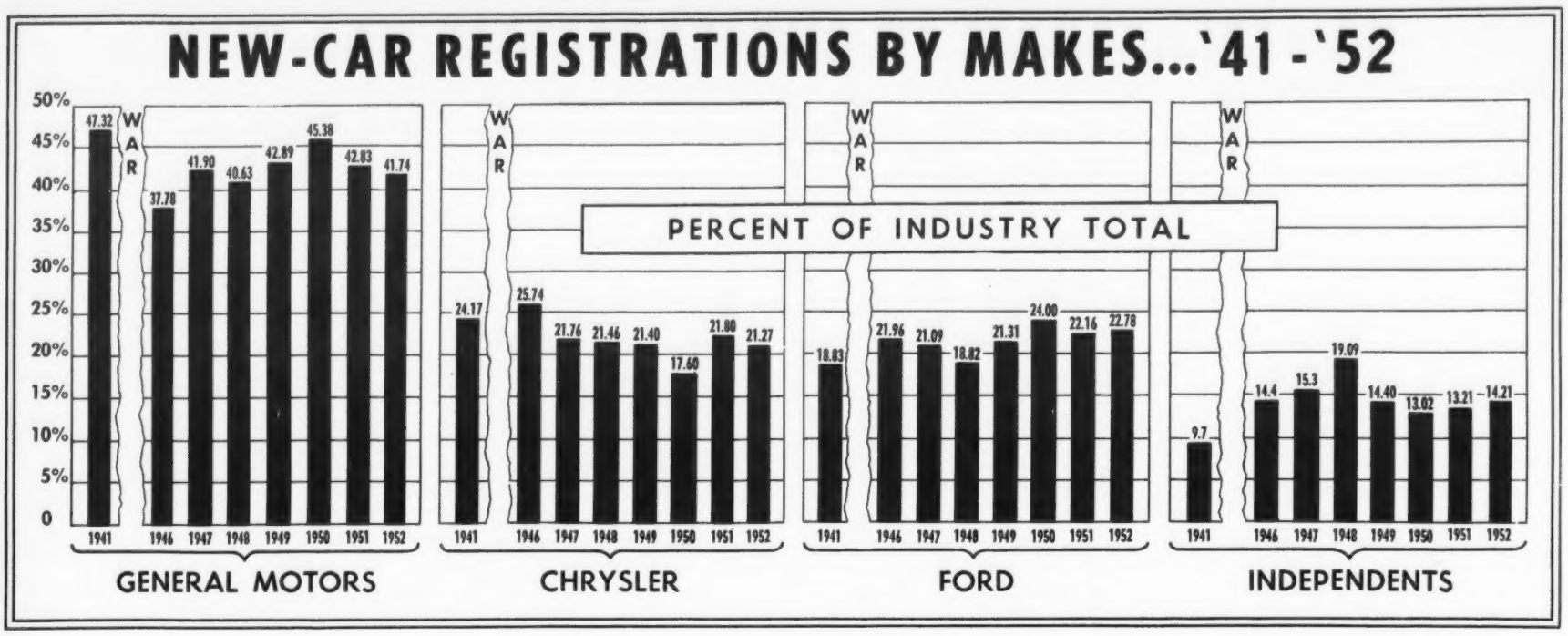
MONTH	EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Illinois	Indiana	Michigan	Ohio	Wisconsin	Alabama	Kentucky	Mississippi	Tennessee
January	19488	8186	19742	19739	7682	3583	3571	2856	4872
February	23147	7102	21873	18973	7289	2335	3828	2211	5248
March	23898	9753	23148	22159	8157	4486	3332	2878	5348
April	31938	11208	24902	21898	7853	4042	5195	2722	4792
May	27750	15298	27804	25669	8963	5301	5093	3600	5050
June	27364	12935	31621	25518	10331	5352	5142	3150	5995
July	24827	10366	19780	19253	8281	3309	3211	2450	3954
August	15748	5677	17452	13572	6440	2126	3088	1464	2584
September	21794	9734	23824	19666	5436	3179	4500	2507	4844
October	25163	8214	28334	23709	8836	6847	4717	3577	5853
November	22339	14316	23185	22570	8003	5499	4853	3290	5121
December	32273	9550	26177	24720	9954	5015	5186	2976	5765
TOTAL	295729	122339	287842	257446	97225	51074	51716	33681	59426
PERCENT	7.11	2.94	6.92	6.19	2.34	1.23	1.24	0.81	1.43

States and Geographical Divisions in 1952

Standing	WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 20321	Chev. 16421	Chev. 22202	Chev. 4055	Chev. 3992	Chev. 10298	Chev. 13140	Chev. 6534	Chev. 12814	Chev. 13346	Chev. 50337	Chev. 4310	Chev. 3541	Chev. 2239	Chev. 6698	Chev. 2902	Chev. 3650	Chev. 3475	Chev. 996	Chev. 11216	Chev. 10400	Chev. 63227
2	Ford 17058	Ford 13756	Ford 18703	Ford 3764	Ford 3261	Ford 9088	Ford 11791	Ford 5543	Ford 10460	Ford 12127	Ford 45198	Ford 3474	Ford 2886	Ford 1884	Ford 6063	Ford 2398	Ford 3120	Ford 3215	Ford 812	Ford 9714	Ford 8478	Ford 53603
3	Plym. 9992	Plym. 7997	Plym. 11079	Plym. 2274	Plym. 2086	Plym. 4406	Plym. 6230	Plym. 3541	Plym. 5804	Plym. 5780	Plym. 22949	Plym. 1913	Plym. 1617	Buick 1102	Plym. 3526	Buick 1481	Buick 1618	Plym. 1474	Plym. 547	Plym. 5424	Plym. 4578	Plym. 33675
4	Buick 6917	Buick 4953	Buick 6635	Buick 1290	Buick 1268	Buick 3489	Buick 4746	Buick 1959	Pont. 3696	Buick 3907	Buick 19600	Buick 1532	Buick 1615	Plym. 1049	Buick 3059	Plym. 1456	Plym. 1564	Buick 1377	Stud. 396	Buick 4020	Buick 3594	Buick 23223
5	Pont. 6003	Pont. 4595	Pont. 5715	Pont. 1003	Pont. 1014	Pont. 2951	Pont. 3955	Pont. 1920	Buick 3408	Pont. 3527	Pont. 15542	Olds. 1182	Merc. 1084	Pont. 737	Pont. 2178	Pont. 1016	Pont. 1153	Pont. 1245	Dodge 392	Pont. 3118	Pont. 2988	Pont. 20670
6	Dodge 5083	Dodge 4187	Dodge 5118	Dodge 960	Dodge 978	Olds. 2053	Dodge 3602	Dodge 1610	Dodge 2758	Olds. 3010	Dodge 14021	Pont. 1162	Pont. 1078	Olds. 592	Olds. 1925	Merc. 941	Merc. 1149	Merc. 1047	Buick 390	Olds. 3015	Olds. 2771	Merc. 19963
7	Olds. 4686	Olds. 3538	Olds. 4582	Merc. 744	Olds. 855	Dodge 2030	Olds. 3215	Olds. 1291	Stud. 2513	Dodge 2958	Olds. 13790	Dodge 1081	Stud. 1064	Merc. 547	Merc. 1781	Stud. 865	Stud. 992	Olds. 960	Pont. 355	Dodge 2962	Merc. 2508	Dodge 18246
8	Merc. 4032	Merc. 3254	Nash 4432	Olds. 726	Merc. 837	Merc. 1891	Merc. 3001	Stud. 1164	Olds. 2460	Merc. 2531	Merc. 12213	Merc. 996	Olds. 992	Dodge 510	Stud. 1194	Dodge 809	Dodge 941	Dodge 949	Merc. 345	Merc. 2766	Dodge 2456	Olds. 17980
9	Stud. 3925	Stud. 2836	Merc. 4075	Stud. 694	Stud. 742	Stud. 1648	Nash 2775	Merc. 1152	Merc. 2002	Stud. 1716	Stud. 9005	Stud. 911	Dodge 980	Chry. 394	Chry. 1152	Olds. 793	Olds. 917	Stud. 780	Olds. 313	Stud. 2589	Nash 2276	Stud. 15466
10	Chry. 2569	Nash 2313	Stud. 3131	Chry. 596	Chry. 473	Chry. 1239	Stud. 2244	Nash 749	Nash 1517	Nash 1593	Nash 6402	Hud. 579	Nash 765	Stud. 372	Nash 1140	Nash 466	Chry. 520	Nash 634	Chry. 241	Nash 2485	Stud. 2134	Nash 14026
11	Nash 2533	Chry. 1950	Chry. 2234	Nash 403	Nash 415	Nash 1168	Hud. 1618	DeSot. 608	Chry. 1218	Chry. 1120	Chry. 6238	Chry. 551	Hud. 576	Hud. 334	Hud. 972	Chry. 437	Nash 507	Hud. 503	Cad. 173	Chry. 1616	Chry. 1446	Chry. 11273
12	DeSot. 2055	DeSot. 1367	DeSot. 2127	DeSot. 378	DeSot. 370	Cad. 829	Chry. 1603	Chry. 535	DeSot. 1134	DeSot. 1050	Cad. 5097	Nash 456	Chry. 498	Nash 260	Cad. 778	DeSot. 325	Hud. 407	Chry. 476	Nash 161	DeSot. 1390	Hud. 1303	Cad. 9782
13	Cad. 1466	Cad. 1159	Cad. 1652	Cad. 312	Pack. 308	DeSot. 672	DeSot. 1105	Cad. 446	Pack. 931	Cad. 898	DeSot. 4000	Cad. 428	W-O 427	Cad. 251	DeSot. 701	Cad. 317	Cad. 398	DeSot. 394	Pack. 157	Hud. 1284	DeSot. 1161	DeSot. 8374
14	Pack. 1422	Pack. 852	Pack. 1493	Hud. 279	Cad. 288	Hud. 552	Cad. 1034	W-O 326	Cad. 794	Hud. 713	Pack. 3426	DeSot. 420	DeSot. 391	DeSot. 248	Pack. 548	Hud. 302	DeSot. 355	Pack 366	DeSot. 123	Cad. 936	Pack. 1125	Hud. 7994
15	Hud. 1285	Hud. 771	Hud. 1100	Pack. 259	Hud. 247	Pack. 457	Pack. 961	Hud. 321	W-O 489	Pack 575	Hud. 3053	W-O 402	Cad. 366	W-O 214	W-O 464	Pack. 284	Pack. 339	Cad. 352	Hud. 117	Kais. 846	W-O 992	Pack. 5274
16	Kais. 875	Kais. 577	Kais. 620	W-O 112	W-O 200	Kais. 321	Kais. 720	Pack. 293	Kais. 487	Linc. 332	Linc. 1906	Pack. 275	Pack. 307	Pack. 211	Linc. 363	W-O 277	W-O 232	W-O 313	W-O 88	Pack. 842	Cad. 957	Kais. 4335
17	W-O 437	W-O 465	Hen. J 609	Kais. 103	Kais. 129	W-O 313	Hen. J 474	Hen. J 261	Hud. 446	W-O 295	W-O 1624	Kais. 211	Kais. 218	Linc. 81	Kais. 182	Linc. 155	Hen. J 211	Kais. 260	Linc. 58	W-O 642	Kais. 711	W-O 3827
18	Linc. 440	Linc. 377	W-O 585	Linc. 101	Linc. 127	Linc. 290	W-O 462	Kais. 231	Hen. J 427	Kais. 148	Kais. 1500	Linc. 140	Linc. 138	Kais. 39	Hen. J 104	Kais. 54	Kais. 185	Linc. 129	Kais. 26	Linc. 343	Linc. 348	Linc. 3249
19	Hen. J 377	Hen. J 257	Linc. 500	Hen. J 28	Hen. J 73	Hen. J 154	Linc. 388	Linc. 136	Linc. 304	Hen. J 146	Hen. J 1300	Hen. J 106	Hen. J 97	Hen. J 13	Cros. 50	Hen. J 50	Linc. 168	Hen. J 87	Hen. J 13	Aust. 339	Hen. J 334	Ford Brit. 2065
20	Cros. 12	Cros. 12	Cros. 57	Cros. 9	Cros. 2	Cros. 17	Cros. 36	All-State 40	Cros. 48	Cros. 36	All-State 735	Aust. 6	Aust. 16	Cros. 4	Ford Brit. 2	Cros. 41	All-State 117	All-State 69	Aust. 7	Hen. J 328	Aust. 146	Aust. 1651
21	Aust. 6	Aust. 1	Aust. 8		Ford Brit. 1	Ford Brit. 7	Aust. 6	Cros. 20	Aust. 26	Aust. 5	Cros. 162	Cros. 5	Cros. 2		All-State 1	Aust. 26	Aust. 41	Cros. 9	Cros. 6	Ford Brit. 125	Ford Brit. 118	Hen. J 1359

States and Geographical Divisions, 1952

MONTH	WEST NORTH CENTRAL						WEST SOUTH CENTRAL					MOUNTAIN STATES								PACIFIC STATES			TOTAL ALL STATES
	Iowa	Kansas	Minnesota	Missouri	Nebraska	North Dakota	South Dakota	Arkansas	Louisiana	Oklahoma	Texas	Arizona	Colorado	Idaho	Montana	Nevada	New Mexico	Utah	Wyoming	California	Oregon	Washington	
January	5769	3704	8105	8098	3396	1459	1854	1295	4258	2608	21374	1142	2354	1200	887	334	905	1154	979	24511	2994	2859	301379
February	5258	3088	7619	7216	2733	1485	1335	2313	3754	4647	19725	750	2893	1336	1290	364	1142	1428	857	24444	3014	4127	295459
March	5194	4354	7453	7965	3624	1310	1193	3849	3964	3213	15332	1452	2496	1457	1742	361	718	1471	764	26281	3664	3975	322857
April	6779	6137	8841	9187	3277	1627	1397	3006	4272	5036	18494	1975	3291	1525	1829	516	2041	1513	1141	27284	3432	4987	374288
May	7560	7672	8044	9010	4225	1890	1853	2550	5445	5230	23206	1875	3088	1856	1657	571	1554	1787	960	41120	4504	5953	422217
June	7553	6423	9884	11055	4775	1284	1573	2118	4959	5951	23491	2349	3545	2108	2124	619	1554	2072	1022	34423	4618	5749	423655
July	5412	6503	6699	8229	2863	1711	1576	2786	4043	5615	24690	1538	2505	1797	1901	440	1218	1208	958	23731	7011	5230	340454
August	3362	3761	4477	6951	1890	1101	908	1441	2520	3079	11698	1018	2383	1119	1290	312	1476	1210	506	16568	3861	3306	215668
September	5801	4864	7323	7326	3019	1302	1365	2246	4783	3882	18638	1423	2870	1276	1452	496	1288	1433	918	28629	4127	3896	318870
October	6925	4993	9288	7577	5360	2021	1634	2666	5530	5535	21448	1509	3504	1820	1717	583	1262	1565	870	35390	4412	5288	383385
November	5855	5309	5812	8191	4146	1686	1558	2534	4183	6171	20263	1766	3337	1622	1795	454	1291	1760	904	27834	4761	5319	360256
December	6232	6364	8053	5983	4599	1215	1432	1905	6139	4995	20328	1994	2740	1619	2476	744	1013	1589	1225	36714	4817	5760	399906
TOTAL	71700	63172	91598	96788	43907	18091	17678	28709	53850	55962	238687	18791	34946	18735	20160	5794	15462	18190	11104	346929	51215	56449	4158394
PERCENT	1.72	1.52	2.20	2.33	1.06	0.44	0.43	0.69	1.29	1.35	5.74	0.45	0.84	0.45	0.48	0.14	0.37	0.44	0.27	8.34	1.23	1.36	100%



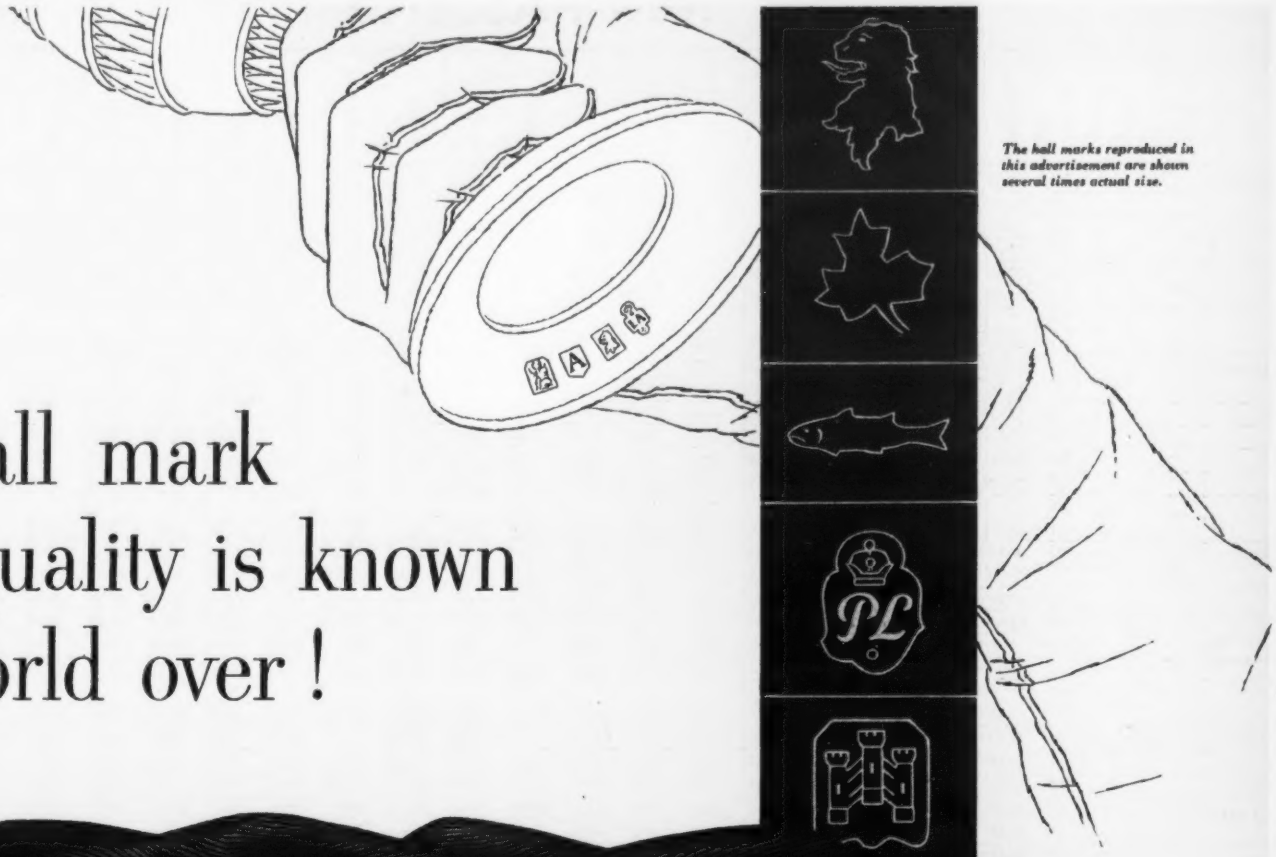
Percentage of Car Makes to Total Registrations, 1940-1952

MAKE	1940 Regis-trations	1940 Pct. of Total	1941 Regis-trations	1941 Pct. of Total	1946 Regis-trations	1946 Pct. of Total	1947 Regis-trations	1947 Pct. of Total	1948 Regis-trations	1948 Pct. of Total	1949 Regis-trations	1949 Pct. of Total	1950 Regis-trations	1950 Pct. of Total	1951 Regis-trations	1951 Pct. of Total	1952 Regis-trations	1952 Pct. of Total
Buick	295,513	8.7	308,615	8.27	126,322	6.96	246,115	7.77	244,762	7.01	372,425	7.70	535,807	8.47	392,285	7.75	310,806	7.47
Cadillac	21,965	.63	60,242	1.61	23,666	1.30	53,379	1.69	59,379	1.70	80,880	1.67	101,825	1.61	97,093	1.92	87,806	2.11
Chevrolet	853,529	25.0	880,346	23.59	329,601	18.16	640,709	20.23	709,609	20.33	1,031,466	21.32	1,420,399	22.45	1,067,042	21.08	852,542	20.50
Oldsmobile	201,256	5.9	230,367	6.18	93,094	5.13	180,078	5.69	175,531	5.03	269,351	5.57	372,519	5.89	273,472	5.40	218,189	5.25
Pontiac	235,815	6.9	286,123	7.67	113,109	6.23	206,411	6.52	228,939	6.56	321,033	6.63	440,528	6.96	337,821	6.68	266,351	6.41
General Motors Total	1,608,078	47.1	1,765,693	47.32	685,792	37.78	1,326,692	41.90	1,418,220	40.63	2,075,155	42.89	2,871,078	45.38	2,167,713	42.83	1,735,694	41.74
GM Total—Except Chev.	754,549	22.1	885,347	23.73	356,191	19.62	685,983	21.66	708,611	20.30	1,043,689	21.57	1,450,679	22.93	110,067	21.75	883,152	21.24
Ford	542,755	15.9	602,013	16.14	326,822	18.01	532,646	16.82	486,888	13.95	806,766	16.67	1,166,118	18.43	862,309	17.04	732,481	17.61
Lincoln	21,004	.6	18,769	.50	10,798	.58	24,081	.76	32,638	.93	37,691	.78	34,318	.54	25,816	.51	29,110	0.70
Mercury	80,418	2.4	81,874	2.19	61,187	3.37	111,198	3.51	137,512	3.94	186,629	3.86	318,217	5.03	233,339	4.61	185,883	4.47
Ford Total	644,177	18.9	702,656	18.83	398,801	21.96	667,925	21.09	657,038	18.82	1,031,086	21.31	1,518,653	24.00	1,121,464	22.16	947,474	22.78
Ford Total—Except Ford Division	101,422	3.0	100,643	2.70	71,985	3.97	135,279	4.27	170,150	4.87	224,320	4.64	352,535	5.57	259,155	5.12	214,993	5.17
Chrysler	100,117	2.9	143,025	3.83	65,532	3.61	93,871	2.97	105,315	3.02	130,516	2.70	151,300	2.39	149,435	2.95	113,392	2.73
DeSoto	71,943	2.1	91,004	2.44	54,420	3.00	72,966	2.30	82,454	2.36	103,331	2.14	115,023	1.82	112,643	2.23	91,677	2.20
Dodge	197,252	5.8	215,563	5.78	135,488	7.46	209,552	6.62	213,923	6.13	273,530	5.65	300,104	4.74	298,603	5.90	246,464	5.93
Plymouth	440,093	12.9	452,187	12.12	211,800	11.67	313,118	9.87	347,174	9.96	527,915	10.91	547,367	8.65	542,649	10.72	433,134	10.41
Chrysler Total	809,405	23.7	901,779	24.17	467,240	25.74	689,507	21.76	748,866	21.46	1,035,272	21.40	1,113,794	17.60	1,103,330	21.80	884,667	21.27
Chrysler Total—Except Plymouth	369,312	10.8	449,592	12.05	255,440	14.07	376,389	11.87	401,692	11.50	507,357	10.49	566,427	8.95	560,681	11.08	451,533	10.86
Frazer	.....	.....	.....	.....	1,873	.10	51,158	1.60	57,994	1.66	15,827	.33	11,884	.19	**	**	**	**
Kaiser	.....	.....	.....	.....	3,501	.19	55,571	1.76	108,367	3.10	57,995	1.20	85,832	1.36	52,286	1.03	41,022	0.99
Henry J	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14,339	.22	51,372	1.02	28,718	0.69
Kaiser-Frazer Total	.....	.....	.....	.....	5,374	.29	106,729	3.36	166,361	4.76	73,822	1.53	112,055	1.77	103,658	2.05	69,740	1.68
Crosley	.....	.....	.....	.....	2,868	.16	15,934	.51	25,400	.73	10,175	.21	6,896	.11	5,304	.11	2,679	0.06
Hudson	79,979	2.3	73,261	1.96	72,484	4.00	83,344	2.63	109,497	3.14	137,907	2.85	134,219	2.12	96,847	1.91	78,509	1.89
Nash	52,853	1.5	77,824	2.09	85,169	4.68	102,808	3.25	104,156	2.98	135,328	2.80	175,722	2.79	140,035	2.78	142,520	3.43
Packard	73,794	2.2	69,653	1.87	36,435	2.01	47,875	1.51	77,843	2.22	97,771	2.02	73,155	1.15	66,999	1.32	66,346	1.59
Studebaker	102,281	2.99	114,331	3.07	58,051	3.22	102,123	3.22	143,120	4.10	199,460	4.12	268,229	4.24	205,514	4.06	157,902	3.80
Willys	21,418	.62	22,102	.59	2,329	.13	23,400	.74	21,408	.61	28,576	.59	33,926	.54	26,049	.51	41,016	0.99
Miscellaneous	23,920	0.70	3,867	.10	647	.03	894	.03	19,043	.55	13,790	.28	18,711	.30	23,990	.47	31,847	0.77
GRAND TOTAL—U. S.	3,415,905	100%	3,731,166	100%	1,815,196	100%	3,167,231	100%	3,490,952	100%	4,838,342	100%	6,326,438	100%	5,060,903	100%	4,158,394	100%

**Not in production.

Percentage of Truck Makes to Total Registrations, 1940-1952

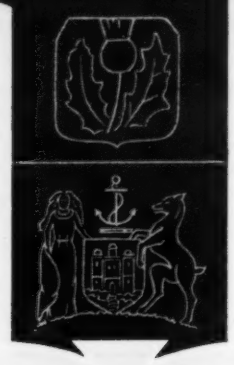
MAKE	1940 Regis-trations	1940 Pct. of Total	1941 Regis-trations	1941 Pct. of Total	1946 Regis-trations	1946 Pct. of Total	1947 Regis-trations	1947 Pct. of Total	1948 Regis-trations	1948 Pct. of Total	1949 Regis-trations	1949 Pct. of Total	1950 Regis-trations	1950 Pct. of Total	1951 Regis-trations	1951 Pct. of Total	1952 Regis-trations	1952 Pct. of Total
Autocar	1,944	.35	2,510	.39	4,755	.76	4,334	.49	2,770	.27	1,655	.17	2,072	.18	2,112	.21	1,595	.20
Brockway	1,672	.30	2,294	.36	3,683	.59	4,255	.48	2,958	.29	1,626	.17	2,384	.21	2,182	.22	1,752	.21
Chevrolet	185,636	33.20	212,797	33.21	171,618	27.45	235,803	26.82	302,219	29.20	345,519	35.92	414,496	36.29	350,344	34.90	272,249	33.52
Crosley	.....	.....	.....	.....	.....	.....	.....	.....	2,411	.23	871	.09	422	.04	434	.04	243	.03
Diamond T	6,354	1.13	6,077	.95	5,093	.81	10,475	1.19	10,657	1.03	5,172	.54	5,675	.50	4,508	.45	3,420	.42
Divco	1,662	.30	2,306	.36	3,734	.60	4,893	.56	5,618	.54	3,577	.37	4,309	.38	3,752	.37	2,752	.34
Dodge	54,323	9.71	62,925	9.82	96,490	15.43	126,736	14.41	114,431	11.06	116,956	12.16	99,716	8.73	106,600	10.63	102,129	12.57
Federal	1,613	.29	1,611	.25	4,557	.73	6,020	.68	4,026	.38	1,225	.13	1,469	.13	1,008	.10	841	.10
Ford	159,514	28.53	174,024	27.16	131,469	21.03	186,414	21.20	225,729	21.80	202,179	21.02	315,912	27.66	250,802	24.98	179,523	22.11
FWD	.....	.....	.....	.....	585	.09	1,195	.14	811	.08	337	.03	323	.03	501	.05	543	.07
GMC	38,841	6.95	45,703	7.13	25,645	4.10	49,187	5.59	74,857	7.23	80,407	8.36	97,200	8.51	100,285	9.99	79,612	9.80
Hudson	760	.14	736	.12	2,543	.41	2,534	.29	117	.01	.....	.....	.....	.....	.....	.....	.....	.....
International	76,833	13.74	92,482	14.43	78,392	12.54	113,151	12.87	125,203	12.09	91,164	9.48	97,818	8.56	95,184	9.48	92,788	11.42
Kenworth	.....	.....	.....	.....	.....	.....	.....	.....	478	.05	392	.04	673	.06	668	.07	705	.09
Mack	7,736	1.38	9,468	1.48	4,687	.75	10,917	1.24	9,795	.95	6,866	.71	9,908	.87	9,794	.98	7,138	.88
Plymouth	9,528	1.70	7,732	1.21	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	775	.08	1,362	.11	908	.09	541	.07
Reo	624	.11	1,543	.24	10,489	1.68	12,911	1.47	10,773	1.04	4,003	.42	3,876	.34	3,427	.34	3,393	.42
Sterling	.....	.....	.....	.....	510	.08	576	.07	411	.04	229	.02	354	.03	334	.03	250	.03
Studebaker	1,206	.22	5,078	.79	25,360	4.05	41,861	4.76	50,657	4.89	55,099	5.73	45,881	4.01	32,675	3.25	28,985	3.57
White	6,468	1.16	9,271	1.45	10,117	1.62	13,086	1.49	11,603	1.12	8,318	.86	12,050	1.05	12,260	1.22	10,858	1.34
Willys	2,291	.41	2,031	.32	42,135	6.74	49,819	5.68	76,484	7.39	32,765	3.41	24,640	2.16	24,292	2.42	20,356	2.51
Miscellaneous	2,145	.38	2,109	.33	3,387	.54	4,965	.57	3,166	.31	2,826	.29	1,767	.15	1,780	.18	2,426	.30
TOTAL	559,150	100%	640,697	100%	625,249	100%	879,132	100%	1,035,174	100%	961,961	100%	1,142,307	100%	1,003,850	100%	812,099	100%



The hall marks reproduced in this advertisement are shown several times actual size.

This hall mark of quality is known the world over!

The Accepted D A CO Standard®



Ever since the Middle Ages, fine metal craftsmen have identified their work by means of "hall marks" of distinguishing design. Usually consisting of initials or various picture symbols, these marks express the master craftsman's pride in his finest creations.

But they do more—much more. The hall mark on a piece of gold or silverware reflects the craftsmanship, the reputation, the integrity of the maker. It gives assurance to the buyer that here is a product he can depend on, with material, design and workmanship as stated.

So it is with the trade mark of The Timken-Detroit Axle Company, shown above. It, too, is the hall mark of fine metal craftsmanship—the mark of men who do precision work on the finest of modern metals. For nearly half a century, engineering, design and manufacturing contributions of Timken-Detroit have paced the development of modern motor trucks. This Company's simple monogram tells the buyer that every product so marked comes to him from the outstanding engineering-manufacturing organization in its field.

This is the real reason that Timken-Detroit Axles and Brakes are standard equipment today on the finest of America's trucks, buses and farm vehicles. The Timken-Detroit emblem and its slogan, "The Accepted Standard," simply reflect the facts. Timken-Detroit products *are* the accepted standard—everywhere!

PLANTS AT: Detroit and Jackson, Mich. • Oshkosh, Wis. • Utica, N. Y. Ashtabula, Kenton and Newark, Ohio • New Castle, Pa.

THE TIMKEN-DETROIT AXLE COMPANY

Detroit 32, Michigan

World's Largest Manufacturer of Axles for Trucks, Buses and Trailers

* Not Available.
Source: R. L. Polk & Co.

New PASSENGER CAR Registrations by States

MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'52	3583	1142	1295	24511	2354	4483	1007	6260	8076	1200	19488	8186	5769	3704	3571	4258	1199	5269	6854	19742	8105	2856	8098	887	3396
	'51	6008	1910	4018	37763	4303	6829	1746	8369	12386	2121	26359	13708	8320	4698	5903	3864	2592	7245	12156	33154	10369	4276	12441	1625	5192
	'50	5401	1351	1660	33276	4357	5530	1171	5537	10292	1012	23477	8008	8729	3911	4702	4875	2200	6358	9161	26989	7576	3659	7393	1198	4632
	'49	3081	1042	1976	19291	2357	3668	888	3149	7694	1034	22588	7019	5204	2743	3148	3544	1595	4334	7277	18747	5672	2413	6610	1798	2934
	'48	3218	790	1436	16006	2585	3801	934	4280	7783	799	20827	6846	5497	2339	3473	4725	1412	4299	5733	22202	5266	2005	7931	1305	3382
	'47	2385	414	604	14801	1681	5536	585	4789	2052	685	17187	7830	3498	1487	1994	1797	587	3430	3994	16480	4228	2013	4209	856	2086
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	3084	845	2701	24311	2445	4446	1003	6928	7263	1291	23861	10233	5055	3524	3474	4456	1410	4169	8785	19958	5266	3070	9234	1129	2807
February	'52	2335	750	2313	24444	2893	3960	809	6023	5370	1336	23147	7102	5258	3088	3828	3754	1013	5151	7579	21873	7619	2211	7216	1290	2733
	'51	4626	1503	4088	38252	3555	4838	1228	7951	8313	2152	30068	12692	8253	5645	5163	6144	1736	6528	11383	29681	12639	3440	11890	1918	4961
	'50	5891	1471	2599	36637	4210	4481	1217	6453	11537	1634	27084	7778	7866	5114	5887	5643	2737	6079	9337	26969	9880	3750	9347	1406	4479
	'49	3103	935	1855	17659	2776	2587	803	3721	5058	1187	16007	6207	5785	2443	3830	3189	1263	3693	7865	19727	5082	2726	5974	1321	2910
	'48	3691	661	2358	15101	2289	2004	635	3363	5296	786	22115	7478	5305	2628	3076	2952	1337	3490	6743	15485	6794	2327	6289	2019	2697
	'47	2593	666	579	14583	1638	1067	659	2880	3192	478	20581	6263	4140	2082	3115	2532	903	3574	4159	18518	6059	1918	6536	901	2254
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	3743	842	2150	23090	2218	3784	801	3756	6438	1086	21653	7945	4653	2724	3896	4362	1402	4200	10865	25964	5492	2894	9261	1566	2400
March	'52	4486	1452	3849	26281	2496	5218	1112	5938	4319	1457	23898	9753	5194	4354	3332	3964	1122	5459	9427	23148	7453	2878	7965	1742	3624
	'51	6300	1809	4289	38216	5522	8383	1653	9179	8871	2144	31912	18806	9944	7958	6504	5553	2579	7783	14768	40029	10191	3895	12297	2764	5023
	'50	6225	2247	8005	42002	4332	6738	1428	10941	7319	1768	31958	16931	9777	7076	4263	6966	2566	6356	12110	31916	13024	4109	10498	1010	5449
	'49	4844	1509	2959	24924	3620	5223	940	3792	5192	1107	28474	8094	7316	5979	3979	4949	2105	5628	11514	28134	7173	3285	8605	1784	4042
	'48	2964	881	2743	15104	2549	2709	973	5033	5762	1305	21859	8400	5819	5587	3914	3917	941	5141	10931	19822	6207	2808	9931	2212	2844
	'47	3307	590	1925	23361	2243	4087	721	2519	1941	1020	21626	7474	4772	5650	2109	3101	1237	4276	6307	14908	5802	5452	7612	1484	2341
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	4639	1062	2123	27315	2537	8250	1103	5411	7014	1486	33439	13210	6505	5559	4610	4454	1467	7052	15777	30683	9362	2287	10559	1659	2545
April	'52	4042	1975	3006	27284	3291	5629	916	7713	4076	1525	31938	11208	6779	6137	5195	4272	1666	5784	12146	24902	8841	2722	9187	1829	3277
	'51	5465	1797	3250	30387	3852	6857	1448	8788	6629	1974	39865	17935	9382	7715	5430	5152	2178	7447	14508	32029	12194	3568	12524	2680	5436
	'50	5936	2155	4991	34907	4336	6337	1377	10457	5683	2700	30232	14142	10507	7372	7288	6031	2523	7851	14380	33010	14043	3812	12914	1380	4824
	'49	4827	1841	2899	36909	3652	5364	1035	7163	4090	1197	22269	9871	9796	7277	5411	5270	2129	5921	10795	29217	7979	3377	8905	2294	4505
	'48	3327	1161	2122	37400	2104	4862	762	4701	7153	1215	21846	7656	5955	5798	3770	3746	2281	4652	10117	24511	9400	2150	9063	1647	3161
	'47	3333	612	2239	23373	2375	4755	940	2698	7510	1160	21005	8670	4987	3922	4478	3481	1993	4494	10301	19082	5170	2420	7217	1632	2328
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	4885	1222	2456	31208	3562	8457	1600	5298	6786	1522	35235	17328	8574	5658	5206	4837	3020	7485	21293	38147	10726	2752	14221	1873	4354
May	'52	5301	1875	2550	41120	3088	6868	1085	7045	9940	1856	27750	15298	7560	7672	5093	5445	2004	5918	12680	27804	8044	3600	9010	1657	4225
	'51	5574	2170	2305	35477	3858	6966	1478	7666	7730	1478	36219	13981	8954	7886	5178	5539	2198	6750	13555	32907	8536	3796	15813	2267	4709
	'50	6519	2439	2039	39351	4624	7077	1364	10743	10654	2125	26800	15900	10857	8539	7993	7222	2390	7318	12645	33913	12117	4086	11426	2594	5291
	'49	4730	2055	2856	39303	2930	7151	1511	8479	8884	1713	36704	9627	8217	7116	6180	5521	2366	6266	12152	27461	8098	3513	11754	2059	4490
	'48	2450	1076	1815	21001	1883	4387	517	4942	3364	1546	18396	9480	4186	3404	2719	2904	1341	3387	7498	20592	6456	1778	7081	1017	2241
	'47	3026	887	3859	22275	2072	4389	789	3575	8557	669	18866	8625	4679	3391	3569	3361	1297	4355	9326	26877	5394	2222	7410	1344	2680
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	5874	1691	2883	42225	3546	10429	1413	7318	7468	1512	37134	15859	9526	6670	5581	5694	3720	7475	17075	34045	10907	3450	12252	2686	4175
June	'52	5352	2349	2118	34423	3545	6342	1430	7708	8757	2108	27364	12935	7553	6423	5142	4959	2255	6900	12389	31621	9884	3150	11055	2124	4775
	'51	5546	2376	2605	35904	3587	6846	1329	7476	11670	2022	29849	11854	9069	5769	5602	5016	1867	6628	11945	31259	11549	3459	12814	1795	4875
	'50	7958	2617	3186	35473	5854	8995	1726	8875	13464	2390	40655	15532	12593	7213	6515	7738	3226	9782	14733	39053	15733	4741	15628	4584	6938
	'49	5053	2443	2601	34476	3650	6651	1257	8317	6671	1183	32111	14032	8485	7414	5557	5587	1385	6199	12819	31111	14470	3175	10313	1893	4207
	'48	2926	1126	1300	21693	1592	5712	627	4046	3809	1027	19151	6002	4898	3379	2679	3160	1115	4002	8446	16448	5532	1783	7099	752	2256
	'47	2798	1034	698	21848	2296	4895	682	7281	5180	1571	17549	9341	4652	3219	3078	3160	1585	4228	8682	18168	4905	2128	8193	1188	2412
	'46	6132	1486	3567	36714	4544	5150	1383	5936	7397	1623	36034	14131	9567	6982	6771	6397	2625	6990	12125	38102	11298	4184	15625	1431	4865
	'41	4749	1667	1468	38850	3607	7471	1301	5257	5802	1572	31288	16623	8986	6769	5254	5408	2588	6767	12924	30276	8458	3111	12318	2011	3241
July	'52	3309	1538	2786	23731	2505	4674	1120	6244	5067	1797	24827	10366	5412	6503	3211	4043	1313	4926	8217	19780	6699	2450	8229	1901	2863
	'51	5038	1771	3219	30101	2918	6087	1179	6751	6671	2523	29801	12445	7923	5968	5522	5016	1851	6646	11373	29491	8274	3273	10553	2140	5189
	'50	7894	2652	3754	37422	5800	8748	1521	11764	10431	2881	32552	15171	13541	8347	8370	9197	2725	8649	23042	45708	16018	5179	15837	5884	6734
	'49	5198	1694	3760	40467	3881	5451	881	7021	7112	2309	27449	18430	9866	7303	5319	6627	2405	6330	12678	30479	9941	3742	15702	1557	4714
	'48	3239	1092	1778	19519	2364	4370	949	4070	4746	1424	19445	10926	5951	3729	3755	3889	1472	4543	9375	21269	5997	2452	6539	1424	3306
	'47	3031	1273	2139	18830	1526	3938	665	4121	4856	1525	17049	8891	4704	3065	3198	3486	918	4112	10078	18817	5093	2028	7807	1192	2356
	'46	2008	540	930	11323	1335	3987	466	1440	2537	645	11439	4636	3369	1904	1751	2302	1010	2459	9584	17416	4046	1356	2500	526	1644
	'41	4035	1289	3651	28913	3052	6655	1181	8088	5745	1685	26540	12610	6376	6180	4250	4308	1749	5979	12422	22063	10050	2703	10110	2004	4244
August	'52	2126	1018	1441	16568	2383	3092	609	4450	3477	1119	15748	5677	3362	3761	3088	2520	794	3245	5547	17452	4477	1464	6951	1290	1890
	'51	5509	2060	3134	35346	3696	6531	1349	7302	7696	2111	26090	10719	8394	5600	5098	4817	1334	6081	12513	27974	8932	3522	10218	2119	4276
	'50	7258	3109	3496	66298	6083	8465	1954	11837	11830	3184	49271	23336	12296	10322	8316	8127	2118	9535	16002	49128	14378	4796	15808	3530	6421
	'49	5087	1751	4185	32613	3941	6551	1805	9199	8470	2924	33672	14652	10344	7734	6118	6601	1592	7395	13903	32210	10916	3855	12940	2757	5367
	'48	3546	1145	2217	22390	2517	4233	1068	5129	5423	1217	23737	10913	6337	4889	4018	3714	1230	5076	10287	17534	5970	2454	8650	1734	3140
	'47	2777	985	1581	20494	2152	3428	608	4725	4434	816	17865	7849	4309	3920	2832	3001	1411	3681	11148	24118	5511	1863	7039	1225	2399
	'46	2548	548	1436	15024	1488	2646	634	3421	3044	516	10970	5648	4016	2979	3333	2552	813	3354	9007	16904	3333	1589	4802	1061	1919
	'41	2518	798	1724	16346	2070	3806	883	4512	3816	1226	18870	8268	4372	3977	2361	2684	1365	3912	7597	12915	5645	1991	8572	1471	3055
September	'52	3179	1423	2246	28629	2810	4967	948	5920	5746	1276	21794	9734	5801	4864	4500	4783	1378	4951	9576	23824	7323	2507	7326	1452	3019
	'51	3949	1791	2901	31271	3256	5282	1058	8647	6880	2261	30776	13431	7423	6958	5483	5437	1659	6930	10577	25394	10529	3339	11831	1992	4283
	'50	5658	2258	5831	68128	4936	7633	1457	12581	10756	3178	44018	16766	10731	9653	7030	7689	3092	8692	16439	40337	18386	3735	20075	2620	6056
	'49	3631	1902	3073	39737	4290	6144	1584	7105	7708	2650	31150	16404	9801	7202	6039	6752	2978	6420	13387	28252	10515	2957	11324	2072	4404
	'48	2276	1059	1120	23867	2395	4766	883	5044	4559	1077	24602	7545	5490	4392	3190	4177	1779	4231	9144	21503	7512	1972	8309	1404	3198
	'47	1661	1064	1611	20293	2989	3790	802	4121	4247	862	18065	7696	4356	3560	2979	2620	1604	3618	7609	13064	5154	1370	6389	1214	2213
	'46	1386	758	1177	17094	1282	4257	596	3488	3017	718	17520	9118	3651	2793	2578	2606	1275	2841	8466	15253	7171	1162	4611	1032	1990
	'41	769	416	719	8539	1197	1940	303	2412	2165	555	11515	4254	2050	2388	1555	1231	899	1572	3907	7797	2495	624	3682	828	1170
October	'52	6847	1509	2666	35390	3504	6135	1153	7282	6292	1820	25163	8214	6925	4993	4717	5530	1862	6767	10587	28334	9288	3577	7577	1717	5360
	'51	5884	1509	3359	28947	2529	5605	1011	7762	6342	1543	29884	12717	6634	6483	4293	5056	2020	6597	9638	23221	8128	3318	11084	1894	4776
	'50	7940	2439	5368	43496	4851	8506	1725	9790	8812	2533	35753	17937	10898	10046	6796	6939	2334	8517	16344	40419	12933	4405	28634	2375	6437
	'49	7986	2153	4406	38243	4023	7079	1574	6888	7593	3225	33685	18737	10969	7727	5775	6720	1579	6865	12632	29852	10021	3422	14119	1606	5340
	'48	4849	711	2682	23289	2414	4272	801	4047	4547	1199	18105	9889	6278	4493	3368	3629	1380	4478	7883	24018	5972	2318	6219	1438	2918
	'47	3355	987	1864	20455	2436	4201	847	4334	4743	903	18924	9189	4726	3769	3595	3999	1293	4242	9106	19047	5062	2143	7140	1591	2544
	'46	2990	934	1753	14763	1194	4171	721	4258	3763	942	16580	6559	3979	2849	2687	1887	1318	3295	5066	17309	4362	1932	7483	872	2107
	'41	3462	556	1321	11635	1050	2979	552	2295	3119	668	11601	4756	2711	2259	1983	2431	1053	2636	5319	11137	2980	1120	4601	801	1404
November	'52	5499	1766	2534	27834	3337	5882	989	7034	5254	1622	22339	14316	5855	5309	4853	4183	1369	5848	11719	23185	5812	3290	8191	1795	4146
	'51	6229	1807	2237	25877	3518	4736	1005	6691	5092	1502	21593	12521	5432	6159	3832	4196	1444	5273	8641	18680	5311	3348	9357	1642	3069
	'50	5772	1734	3195	38354	4792	6597	1439	6994	6304	2124	21668	13461	8274	7020	5307	5725	1534	6762	11679	24152	7261	4094	11275	2441	5151
	'49	5697	1899	2762	31408	4208	5792	1146	10484	6419	2441	23840	13413	8030	6296	5714	5382	2136	6198	10342	21857	6333	4367	13780	2648	4773
	'48	4345	1817	1150	30011	2775	4936	1014	4692	4763	1681	18008	8039	5898	4325	4057	3808	1557	5113	10200	21823	4414	3336	7257	1673	2958
	'47	3768	903	1459	21486	2278	4481	687	3814	3758	957	15063	8467	4020	3403	3278	2981	1531	3649	10205	16702	4202	2773	6248	1179	2689
	'46	2655	622	1169	19833	2022	3628	670	4256	3162	780	15005	7588	3448	2976	2219	2181	862	3313	7524	17423	3537	1547	6161	922	2088
	'41	2717	594	1307	11861	1183	3245	566	2463	2318	684	9430	6562	2590	2059	1876	1710	973	2621	5314	12745	2801	1621	4092	700	1474
December	'52	5015	1994	1905	36714	2740	6518	1151	9288	5866	1619	32273	9550	6232	6364	5186	6139	992	6613	8474	26177	8053	2976	5983	2476	4599
	'51	4292	1537	2129	25141	2578	4286	793	7521	5574	1320	18430	8637	5910	5208	4824	3422	1009	4165	6586	19960	5764	3152	9575	1899	372[illegible]
	'50	6704	2098	2879	44655	4778	6990	1042	10932	6841	1826	54403	35150	12045	6959	6430	5079	1730	7328	10583	38727	11854	4431	15574	2212	555[illegible]
	'49	5036	1771	698	34514	3442	4617	1231	8920	5895	2241	37207	12341	8370	5526	4527	5678	1607	4736	7924	24374	11235	3331	11243	1892	341[illegible]
	'48	3601	1475	598	26828	2475	4693	833	4399	2498	1278	13140	7954	7333	4007	5063	4304	1453	4350	5887	25646	7261	2859	8898	1389	313[illegible]
	'47	3474	1240	1228	31542	2272	4215	861	4152	2962	1447	14751	6928	5994	4026	3919	2006	1331	4375	6532	41192	3987	3052	9105	1494	235[illegible]
	'46	4131	823	785	21668	1481	3958	773	3881	2182	882	14533	7999	4978	3252	3952	1822	570	4057	11416	18708	3578	2013	8424	1171	217[illegible]
	'41	1981	621	1370	12361	1587	3144	665	3860	1352	555	13576	4576	5110	2009	1965	1929	397	2711	4325	13003	2856	1308	3782	414	158[illegible]

and Months from 1941 Through 1952

* Not Available.
Source: R. L. Polk & Co.

MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Penn-sylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	W. Virginia	Wisconsin	Wyoming	Dist. of Col.	TOTAL
January	'52	334	1102	11830	905	20262	6621	1459	19739	2608	2994	20040	1550	3097	1854	4872	21374	1154	689	7819	2859	2741	7682	979	1522	301379
	'51	558	1523	15131	2479	38683	10929	2242	32369	4417	2674	27427	2703	5645	2181	8296	39698	2222	863	10484	6602	4059	9919	1393	2914	472766
	'50	423	1043	12332	1507	38730	7221	1435	27636	4136	2628	21926	2378	4107	1509	7946	26355	1461	864	8593	3767	3192	7395	545	1978	381562
	'49	465	813	10528	1025	22552	5438	1308	17060	1952	3466	17391	1536	2673	1218	5059	15936	1045	752	6601	3778	2212	7876	661	2010	273161
	'48	426	745	6197	817	28787	4583	899	19715	2670	3719	17887	1480	2660	1213	4810	15600	1113	704	6353	2981	1902	7957	810	2076	274978
	'47	326	595	5450	1052	29860	1617	1071	15207	2935	1369	13013	1531	2045	646	3984	9646	1020	595	5028	2811	1980	3801	502	1634	209063
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	425	681	7843	1052	24474	5761	1075	18338	2935	3483	19606	1531	2844	1359	5788	16642	857	530	6139	3888	2336	6406	704	2113	297558
February	'52	364	1368	10980	1142	16738	4783	1485	18973	4647	3014	23250	1478	2646	1335	5248	19725	1428	393	7047	4127	2451	7289	857	1596	295459
	'51	573	1888	12394	1721	30830	7310	1851	29042	6513	5117	29962	2320	4218	2250	5174	24835	1961	813	9900	7439	3225	9593	1253	1968	430797
	'50	394	598	13905	1875	32724	7091	1948	25549	6744	1639	27564	2139	4362	2139	6445	29740	1807	764	8964	5958	3133	10344	1615	2063	408990
	'49	201	450	9939	845	22833	4531	1109	17596	3614	2901	20820	1271	2493	1145	3322	13829	1093	495	5939	4497	2050	7359	634	1546	258218
	'48	411	467	8708	1026	24466	4148	357	15208	3454	2924	17321	1209	2040	991	3296	13948	1016	494	5968	5300	1230	6561	634	1685	249781
	'47	297	470	7464	606	18641	3454	550	15798	2818	2599	16430	1530	2078	570	3160	8682	735	535	4200	4075	1870	4216	490	1195	214333
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	210	574	9993	766	22682	5098	946	19731	4497	3609	22448	1777	3543	1029	3249	16533	1068	712	6198	4819	2198	7616	918	2302	299701
March	'52	361	1329	11019	718	27286	6834	1310	22159	3213	3664	22466	1168	3042	1193	5348	15332	1471	623	6948	3975	2377	8157	764	2179	322857
	'51	593	1784	20199	1419	44078	10127	1960	36979	5622	7463	35990	1871	4841	1817	10020	22564	2302	988	7901	6990	4274	12623	1079	2743	512599
	'50	456	1455	15525	1056	44797	8935	1762	29306	5554	10729	31581	1833	4438	2123	13573	27170	2323	2151	9549	7213	3007	12823	882	2630	495885
	'49	472	2086	11390	843	32245	7097	1417	26433	3634	4644	21915	1567	3577	1614	10940	14364	1865	1822	6750	6231	2894	8238	1068	2307	360584
	'48	485	1747	10359	574	33345	5420	1206	20717	2738	3283	23678	1610	3001	1149	11347	13909	1305	1281	5870	5721	2132	6848	777	2792	311650
	'47	196	2206	7788	758	23459	3110	701	19302	2121	4443	18556	1137	2665	1130	11689	10010	1205	703	5631	4138	2099	5938	469	2386	264714
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	443	2970	13292	795	35133	6727	1228	37806	4151	4504	29891	1817	3970	1347	10422	20053	1240	1086	6357	6677	2740	11857	889	3896	419396
April	'52	516	1584	14736	2041	37505	6578	1627	21898	5036	3432	23764	2210	3222	1397	4792	18494	1513	814	8750	4987	3314	7853	1141	1744	374288
	'51	558	2161	18169	1146	45195	8639	2271	27606	5751	5243	26524	2668	4334	1674	5075	23374	1846	1182	9644	6493	3950	11322	1096	2902	467313
	'50	616	1078	16805	2017	42787	8649	1851	31039	6905	5427	30485	2679	4493	1700	5218	21692	2485	1154	9811	7279	3339	10212	1341	2965	471215
	'49	458	687	11508	1299	39584	7112	1436	25117	5675	4884	26657	2460	3664	1468	5735	14916	2056	1710	8848	6332	2772	8809	957	2777	390932
	'48	491	490	11966	846	31207	5111	1229	17325	4283	3584	23418	3664	2435	1467	4363	12484	1167	1193	5633	4741	2354	7526	718	2300	330555
	'47	331	698	8544	906	28350	7369	521	19351	3371	2933	22810	1840	2624	812	4850	11292	1155	720	4528	4354	2507	7346	708	2131	290226
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	459	1652	22840	1177	47791	8448	1420	33312	5351	5014	39764	4431	4177	1501	5955	17363	1675	1836	6392	8627	4354	12161	953	4102	488460
May	'52	571	1466	12932	1554	39119	6980	1890	25669	5230	4504	30831	2206	3948	1853	5050	23206	1787	987	7458	5953	2633	8963	960	1979	422217
	'51	417	880	17771	1399	41311	8778	2154	28149	5383	6138	38592	2544	4131	2431	4938	23611	1923	1719	9582	7059	3485	11474	1287	2300	470446
	'50	655	1816	17570	2272	44666	9799	1841	32937	6639	6193	29101	2248	5027	2776	7445	20947	2315	987	11252	7984	3365	10570	1677	2255	488363
	'49	892	1349	13646	1997	40331	7387	1509	24741	5486	5204	32323	2293	3908	1768	5660	28288	1955	1541	10133	6696	3495	10521	986	3006	446251
	'48	373	730	8458	743	23357	4286	928	14129	3128	2501	19389	1124	1903	952	3442	14177	959	346	5226	3640	1693	6143	600	1950	255638
	'47	700	950	10836	1087	24095	6261	1076	18202	3684	3056	19153	1515	2393	1152	5101	11609	947	600	5562	3469	2133	6842	564	2089	286719
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	442	1685	19402	1153	50704	8708	1480	33919	5515	6216	43134	3006	4685	1235	7120	24146	1911	1775	9337	6878	4524	11562	1096	4237	514478
June	'52	619	1353	16289	1554	33431	7754	1284	25518	5951	4618	31058	2152	3745	1573	5995	23491	2072	845	9017	5749	3366	10331	1022	2207	423655
	'51	597	1390	16209	1141	40582	7178	1710	28048	5646	6077	36514	2248	4885	2263	6098	25012	2163	904	9744	5309	3935	11213	941	2147	454665
	'50	802	3300	17077	1683	51878	11375	3378	39251	7649	5084	48137	4778	5368	2595	11708	25459	2952	1408	13248	8791	4712	13332	1501	3254	583922
	'49	482	1389	12843	1444	38354	6733	1880	28609	4967	4702	30447	2641	3495	2816	6168	19859	1781	750	8682	6547	3332	9555	1058	2776	432470
	'48	417	785	8721	754	24253	3906	801	15467	2969	2538	16413	1199	1892	884	3883	12038	1119	648	5089	3026	1846	5792	518	1408	246926
	'47	389	839	7190	700	22871	4492	1083	18116	3356	2929	19190	1464	2534	1067	4322	15024	1073	825	6140	4953	2009	6000	588	1938	260863
(All of first half)	'46	528	962	16711	962	49022	8675	1929	36338	6490	4011	38294	2696	4886	1753	9375	23914	1826	1112	6002	6469	3977	11655	1135	3518	493299
	'41	601	1368	17146	797	36789	7121	1477	30890	6450	5203	35731	2530	3735	972	5630	19126	1754	1170	8954	7185	5615	10873	975	3612	443470
July	'52	440	779	13541	1218	28745	6768	1711	19253	5615	7011	28345	1698	2804	1576	3954	24690	1208	854	7281	5230	3143	8281	958	1840	340454
	'51	539	1185	13710	1230	31737	7792	2263	25505	5471	4366	31848	1860	3532	1783	5090	21855	1796	811	8417	5974	3859	11066	1130	1791	406333
	'50	872	1965	20091	2533	53977	10992	3668	38347	10246	4765	43112	3144	6075	3107	11243	38376	2874	1194	13361	10016	5030	10481	1794	2482	609926
	'49	678	1148	12626	1460	40828	8867	1786	25834	5777	5137	31519	2103	3929	2167	6893	20585	2129	1046	8597	6189	3805	9969	1046	4043	448477
	'48	391	873	8198	1340	30487	5068	1433	19096	3630	3328	21171	1613	2450	1278	4693	13662	705	708	5966	5086	2370	6793	748	2496	291206
	'47	482	795	7239	905	24012	4464	1259	18275	3450	2767	19460	1430	2336	994	4488	12564	1070	607	6944	4066	1932	6307	705	1928	263167
	'46	245	435	5682	606	16857	2053	435	12970	1587	1429	12733	937	1486	631	1821	10177	463	413	2832	2092	1161	3058	246	1459	172961
	'41	617	1189	13485	1694	38430	6927	1720	25623	4154	3834	33447	2370	3494	1951	4886	15973	1518	876	9627	6338	4306	9146	901	3407	391795
August	'52	312	725	5498	1476	18133	3440	1101	13572	3079	3861	14887	742	1708	908	2584	11698	1210	479	3995	3306	1526	6440	506	933	215668
	'51	498	1327	16350	1334	35732	8014	1720	26043	5817	3680	37010	2065	3674	1900	5917	25124	2076	815	9217	5791	3324	11333	993	2247	424422
	'50	753	1913	20795	2397	55993	13311	2469	35611	8610	3929	47996	3231	5534	2791	9429	56924	2958	1233	14174	9670	5289	15999	2479	3609	683995
	'49	754	1369	17520	1891	38427	7473	2309	28302	6352	5704	38671	2516	4667	2172	7472	25075	2114	1211	9969	6630	3808	14200	1204	2164	478556
	'48	419	1052	10622	789	32382	5583	1198	20597	4158	3811	25728	1294	2797	1152	5168	14397	1638	793	6916	5051	2573	7906	778	2418	317788
	'47	422	714	6155	810	28039	3940	1700	19408	3307	2633	17408	1501	2116	561	4116	12402	1019	631	5229	3750	1638	5520	620	1686	264866
	'46	200	781	7473	482	19414	2209	651	13704	2703	1965	14402	1141	1790	550	4904	7538	579	462	3336	2951	1453	4839	351	1853	199316
	'41	408	817	8106	799	21997	4354	866	14443	3872	2731	19612	1268	2632	961	3108	11914	935	605	6870	4869	1525	6335	695	2119	246595
September	'52	496	968	10570	1288	27948	6270	1302	19666	3882	4127	20071	1508	3024	1365	4844	18638	1433	696	6507	3896	2276	5436	918	1765	318870
	'51	524	1244	14742	1659	33452	8178	1882	23558	6370	6374	28837	1810	3456	1634	6301	21461	1743	868	8087	5760	2968	8417	1021	2533	406217
	'50	693	1535	21695	1775	52153	9939	2231	38857	8419	7969	36039	2908	4781	2331	8959	41649	2474	923	11589	7505	3802	14249	1802	3743	625755
	'49	649	1652	14831	1523	37712	10164	2964	30109	7309	5286	31933	2147	3588	1982	7089	24555	1820	1113	10240	7272	3416	11279	1135	2398	459647
	'48	434	828	11715	995	25377	4832	1368	16080	4003	3416	21911	1453	2083	1383	4638	14488	1255	563	6575	5047	2172	7647	724	1858	296339
	'47	407	829	8967	617	32639	4583	1014	16889	2946	2700	18371	1387	1759	786	4006	9950	975	628	5587	4089	1592	5721	343	1919	251655
	'46	276	644	7786	626	18713	2310	810	13166	2888	3808	16047	1175	1587	809	3114	13044	800	474	3966	3218	1630	4891	473	1186	219281
	'41	251	417	3676	370	11960	1972	896	8066	1704	1504	8544	580	1104	556	1694	6203	498	313	2994	2004	1013	2885	354	753	125293
October	'52	583	1153	14982	1262	28348	7089	2021	23709	5535	4412	26418	1711	3728	1634	5853	21448	1565	795	8224	5288	3104	8836	870	1608	383385
	'51	580	1097	11987	1458	28768	7875	2090	22174	5036	3911	26163	1475	3454	1830	4584	19708	1349	1137	8006	4679	3114	9676	995	1782	373162
	'50	598	1723	18473	2064	47702	11772	2886	35218	6963	9684	40943	2785	4988	2621	8435	26335	2266	1247	10952	7703	4331	18288	1744	4425	580373
	'49	520	1541	14212	1954	39533	8756	2916	28167	6220	5218	29510	2279	4981	2105	8217	21834	2043	1265	10697	7035	3189	8195	991	2258	465765
	'48	475	905	9371	922	28853	4977	1506	20138	3532	3027	19131	1277	2464	1155	4786	15244	960	705	5747	4321	2136	5745	641	2227	291442
	'47	277	908	11573	828	28947	4511	1059	18496	3233	2778	20387	1835	2471	1026	4768	13196	923	913	6465	4489	1948	7196	680	2026	281428
	'46	305	791	5589	701	21978	4038	760	14847	3076	2409	17589	1424	1958	845	3666	10791	959	608	5372	3423	1782	5849	484	2162	225180
	'41	257	616	5697	564	15744	3566	1015	10678	1952	1878	12518	965	1645	541	3103	7572	597	404	3557	2333	1334	2947	323	1250	165485
November	'52	454	826	12396	1291	34281	7519	1686	22570	6171	4761	24433	1576	2778	1558	5121	20263	1760	756	7521	5319	2667	8003	904	1681	360256
	'51	374	726	11670	1602	25470	6457	1756	19288	5198	3339	25276	1509	3004	1510	4832	23674	1547	645	7403	4443	2802	8007	849	1526	332099
	'50	491	1274	16886	2098	41461	11676	2311	25000	7141	6416	32750	2286	3472	2152	7228	27891	1648	770	10435	7261	3297	13993	1027	2120	444193
	'49	522	1432	18067	1708	33311	9186	2804	22549	6785	4475	24969	1910	4565	1973	7072	24248	1976	837	9455	6874	2803	11938	744	2134	409702
	'48	361	851	11115	913	28926	6232	1242	20791	4262	3762	22628	2260	3164	1347	4644	14491	1176	812	6673	4427	2412	8319	861	1911	313230
	'47	499	725	12761	839	24972	4714	673	16591	3610	2942	16920	1527	2885	992	4702	12245	856	665	6218	4055	1420	5482	607	2048	258934
	'46	224	654	7843	638	26578	3855	768	16672	3038	2070	15445	1320	1823	483	4108	12224	685	546	4110	2750	1674	4921	500	1904	230424
	'41	138	555	6256	534	14497	2902	858	12053	2309	1758	10933	991	1916	563	2634	8159	535	456	3548	1536	1742	4872	339	1157	164747
December	'52	744	1442	14163	1013	30248	7763	1215	24720	4995	4817	37304	2028	4047	1432	5765	20328	1589	887	8661	5760	3033	9954	1225	1876	399906
	'51	362	1021	11001	1924	24882	7062	1314	16845	7888	4064	23167	1443	3964	1130	4599	18019	995	712	6298	4253	2350	7178	800	1380	310084
	'50	919	1454	19631	2012	35327	8717	1769	29638	11585	7798	45401	2475	5428	2314	7515	23512	2107	859	8958	7914	3310	13475	1397	1942	552259
	'49	514	1246	18732	1582	29924	10770	1467	28313	7792	3591	30291	1740	4003	1787	5205	20348	1489	813	8285	6160	2517	12906	1539	1790	414579
	'48	345	1066	11515	1178	26814	5438	1192	20985	6115	3762	29089	1633	3710	1367	5071	13941	1461	744	7499	4768	2278	6987	957	2149	311419
	'47	271	1061	12618	637	24062	6241	1609	19724	5584	2972	26886	1696	2809	1063	4546	13160	1300	742	5903	3462	1754	6747	773	2206	312263
	'46	327	832	12700	670	30508	7508	693	16992	4728	1828	23185	1359	3105	1210	3701	10381	968	552	5955	4662	1755	9395	645	1966	274735
	'41	147	746	6857	543	11529	4143	640	11175	3336	1824	13657	1071	1866	436	2526	10630	568	441	3835	3459	1479	4449	553	1238	174188

Total Passenger Cars in Operation, Makes by Year Models

(As of July 1, 1952)

	July 1 Total	1952	1951	1950	1949	1948	1947	1946	1945-1942	1941	1940	1939	1938	1937	1936	1935	1934	Prior To 1934	Year Not Given
Allstate	578	578	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Buick	2969730	130703	375640	626454	306066	198042	233888	130854	69678	289360	212840	127891	85122	97016	47780	10089	6028	17710	4569
Cadillac	541159	37382	98712	94888	83585	47391	52030	24117	13102	53354	10867	8659	5080	5557	2662	563	361	1841	1008
Chevrolet	9073406	376234	1157762	1320225	1004993	681473	638706	381768	213916	885838	647274	445162	297101	412750	290279	107326	58672	138064	15863
Chrysler	1099928	50503	134314	163033	132421	100447	91272	65502	25908	126212	68677	44285	25056	37518	14678	6273	2389	9447	1993
Crosley	58283	1971	5186	6394	7770	21549	12584	1316	416	411	201	190	.....	.....	.....	.....	.....	.....	295
DeSoto	828608	46847	96277	125632	103019	77157	69229	53844	18406	77352	50441	35825	19849	31481	11103	4223	834	5827	1262
Dodge	2411645	132638	255809	324071	279262	200392	209422	141215	55316	188865	154672	123637	61629	128708	86189	32906	10960	22104	3850
Ford	7211259	298554	935845	1159095	1027544	241978	392206	403748	135315	566933	420506	285053	154678	261260	235732	139760	70725	467068	15259
Frazer	133435	.....	8580	2090	21273	44828	54725	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1939
Henry J	75251	11938	62080	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1233
Hudson	853121	30627	115633	114715	144659	98480	71476	68685	23902	57219	44366	21005	11987	24085	12678	4902	2317	4766	1619
Kaiser	369419	14645	121863	19394	70055	84361	56819	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2282
LaSalle	54743	.....	.....	.....	.....	.....	.....	.....	.....	.....	16747	13502	6851	11192	2911	1330	393	1156	661
Lincoln	217262	10349	28693	27211	63645	7946	17195	12040	4198	13026	11332	8437	4691	5259	1838	157	152	612	481
Mercury	1291776	70601	281642	279788	270235	48426	78467	71846	18083	72552	58455	37655	.....	.....	.....	.....	.....	.....	4026
Nash	980429	46035	194920	158535	119156	97088	86665	78514	21588	56945	37666	24149	14248	25054	9775	2743	1455	4239	1654
Oldsmobile	2140369	92195	263640	381119	266083	156935	171308	102354	49768	207619	140743	82927	46987	86679	54273	22003	6209	6380	3147
Packard	644751	31917	87989	68439	81803	78444	37746	29071	22621	49523	56432	24871	19485	35063	11647	3907	927	3568	1298
Plymouth	4466152	207548	528499	550626	536784	327315	312576	217906	106662	432340	318557	252612	140855	228849	150773	67478	35905	43801	7066
Pontiac	2587625	133602	343338	422881	288019	223132	206315	122107	66398	265413	167672	98974	55000	108074	45625	17878	5213	13494	4490
Studebaker	1342467	76672	232174	303687	121270	156792	128945	19157	33915	93472	61060	43022	17300	27600	11647	4765	2377	6280	2332
Willys	219163	14404	25173	28154	24285	29643	24973	14495	9314	12896	12112	4218	3823	8032	1575	1019	476	3569	1002
Miscellaneous	199182	15131	33600	25597	16612	21404	5971	3857	3016	6704	4904	5073	3232	6353	4613	3177	1833	16848	21257
TOTALS	39769741	1831074	5387369	6202028	4968539	2943223	2952518	1942396	891522	3456034	2495524	1687147	972974	1540530	995778	430499	207226	766774	98586

—Compiled by R. L. Polk & Co.

Total Passenger Cars in Operation, States by Makes

As of July 1, 1952

STATE	Total	Allstate	Buick	Cadillac	Chevrolet	Chrysler	Crosley	DeSoto	Dodge	Ford	Frazer	Henry J	Hudson	Kaiser	La Salle	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Misc.
Alabama	516560	29	28853	4173	153305	8916	872	6461	25020	122094	1391	1005	8593	3899	365	2401	18572	8807	18352	5052	53150	26653	15053	2567	977
Arizona	215914	35	16569	3352	50298	6589	422	4346	11808	39868	732	391	5248	1575	367	1457	7267	5324	11044	3704	22423	12062	8958	1224	851
Arkansas	299859	1	15650	2278	84643	5200	341	4282	14694	73955	923	709	4440	2851	118	1098	9461	5851	10733	2855	32037	15565	8000	2898	1276
California	3956567	2	320629	88808	806570	132060	5187	105990	232345	669581	11141	3120	89319	24689	10224	30416	135927	91622	225443	74736	399952	258164	175793	26057	38792
Colorado	433624	1	33747	5548	105239	13724	620	7356	25259	80018	1512	497	12030	2956	594	2917	16542	11365	21821	6599	44407	24509	12951	2270	1142
Connecticut	610654	2	54040	11079	119031	18806	1002	14445	41815	83208	1204	1798	12874	4512	1785	3572	18170	15860	40199	15169	73770	48583	20743	4341	4646
Delaware	94642		7488	1263	21783	2166	122	1659	5473	15087	318	14	1756	1185	247	586	2299	1835	6738	1666	9851	7574	4462	385	685
Dist. of Col.	178114		15880	4161	31521	6244	170	3801	13945	23300	424	590	4247	1203	403	1353	5551	3808	11616	3840	26134	12342	5897	549	1135
Florida	848908	28	68127	20514	166414	25675	3783	16632	51895	151872	2869	2742	19435	7900	1599	8511	34856	19798	45533	16817	92536	49487	27399	7668	6818
Georgia	712660	2	44739	7974	180054	12820	1061	8931	34195	188498	1495	1996	10712	4316	661	3723	28623	10820	28584	8231	69142	38514	20137	2973	4459
Idaho	187367		13813	1833	44564	5096	124	3802	10356	32678	1091	226	5463	2233	107	1153	6405	5700	9282	2564	18796	10324	9336	1349	1072
Illinois	2377606	5	204494	39687	478595	68817	3501	55386	153500	364771	11921	3998	68844	30329	2453	13691	81090	76877	134057	43024	282462	159689	82442	9392	8581
Indiana	1174140	2	83986	11871	279107	29990	2204	24114	67214	197456	4966	2242	29784	13014	1017	5003	30981	30040	60852	15407	139346	75082	62680	5107	2675
Iowa	831472		50381	5643	222990	19784	754	12262	45730	181502	4594	618	16562	10470	485	2980	25248	18829	35591	9142	90505	46731	26016	3141	1514
Kansas	639327		39141	4343	176724	14748	999	9370	33050	135594	3046	1154	14665	6726	303	2718	20759	15417	28550	7226	66072	36760	18674	2306	982
Kentucky	571829		35402	4527	159523	13490	945	8097	31320	116712	1643	488	9516	4563	542	1919	13929	11245	27306	6885	65432	33799	15325	7754	1467
Louisiana	535374	7	32810	5866	135330	10953	983	8044	28532	123075	1782	1075	8320	5374	324	2884	18977	9068	22436	6076	58410	30337	19433	2911	2367
Maine	204741		14883	2265	48375	4812	310	4078	12909	33581	553	590	5509	1754	424	943	5028	5097	12218	3344	23656	16270	5738	1442	962
Maryland	531099		39721	6078	123395	16100	743	10939	35257	79049	1485	1968	11276	4654	724	2685	14580	13409	28473	10620	71148	35851	18479	2552	1913
Massachusetts	1156219	1	94250	16433	221132	33348	1951	28436	79743	170703	2302	2114	24865	7768	2750	6622	32715	33395	90415	22834	148884	88326	36045	5141	6046
Michigan	2040966	2	151292	24446	442426	46444	1968	36861	113569	429096	8870	4970	55399	26564	1594	10633	76535	51870	112093	28650	203684	147594	50129	6511	9766
Minnesota	944022	7	58853	7535	233714	25819	734	16775	48397	200589	3748	1258	19426	11132	833	3644	28210	24584	41041	13428	108056	55504	34420	2307	4008
Mississippi	317343	20	19394	2634	87228	6873	574	3686	13558	81427	821	833	3950	2362	152	1459	10657	5605	11056	2888	33318	17283	8932	1586	1038
Missouri	987009		59451	8953	281196	21087	1371	18090	53285	186367	3117	1325	16013	8227	864	4000	30015	26629	44731	12631	119758	53880	26917	5466	3636
Montana	160872	3	11285	1588	39918	4928	70	2843	9437	28372	773	189	4809	1798	145	950	5802	4281	8785	2410	16074	8368	6443	1122	479
Nebraska	434317		25546	2860	119500	10884	294	5243	19537	108597	1659	443	6248	3975	163	1835	14096	7495	15750	4375	46610	23546	13348	1383	930
Nevada	58840		4802	1768	11123	2452	61	1566	3367	9545	213	54	1311	385	140	683	2362	1270	3089	1399	5996	3091	2713	380	260
New Hampshire	132215	1	9683	1298	30996	2968	203	2360	8288	22531	311	316	3417	1089	221	631	3437	3600	8177	2257	14920	9812	3930	810	959
New Jersey	1387288	2	126526	26020	272065	47982	2266	33604	101836	171186	4012	4059	30479	13204	3417	8812	45410	33671	88465	30139	159669	119785	45434	9453	9792
New Mexico	171964	1	12196	2111	44878	4597	375	2599	8591	32574	676	231	3192	1573	143	1192	7662	3754	7716	2382	16481	9622	6614	1591	1213
New York	3212103	8	302968	59356	599716	108824	4574	91789	256264	406101	10191	7613	69031	31096	7388	19442	95110	83101	225252	68914	381578	248563	98196	16135	20893
North Carolina	839726	18	50876	7449	224504	14530	1084	11157	38125	217172	2127	2573	12739	6366	682	3559	29769	11816	33637	9401	82549	51892	22419	3097	2185
North Dakota	178139		8940	883	48578	4386	134	2859	7655	45230	797	15	2597	1881	32	579	5581	3543	5938	1693	20404	8691	5305	1847	571
Ohio	2392146		187760	31115	521460	72962	4258	57188	159705	384704	8557	5223	56030	25462	2885	11866	74014	59643	135862	38667	287150	171614	72951	13008	10062
Oklahoma	602163		37746	5982	163874	12217	580	8849	28461	149850	1575	517	8926	3317	517	3136	22671	11254	26263	6157	56511	35392	15813	1618	1137
Oregon	516719	1	36735	5293	119175	15500	634	12436	30434	85086	2167	860	12199	6388	698	3091	16391	16060	25961	8646	53778	32271	21620	6576	4719
Pennsylvania	2561908		199314	31044	534028	88638	2859	67832	180135	363095	7675	7006	56803	27657	3635	13066	71800	72542	147742	55784	345425	168667	90622	19209	7330
Rhode Island	230133		17444	3548	47639	6802	298	4846	14967	34347	506	444	4615	1768	490	1223	6338	6762	17214	3966	30824	16201	7532	1023	1336
South Carolina	471284	1	23786	3814	132871	6545	684	5439	19603	140060	680	1304	7281	2192	299	1800	16131	7116	17182	4991	40703	25586	10495	1461	1240
South Dakota	202160		11734	1140	54162	4696	132	2970	10593	46328	1267	319	3556	2676	97	856	7688	4468	8166	2553	21713	9844	5995	856	351
Tennessee	624786	28	38879	5618	172910	12351	1744	9246	34190	135903	1351	885	9930	4005	418	2231	17393	11474	24466	7041	70602	35768	17953	5739	4661
Texas	2080411	251	138181	28326	533902	45144	2789	27046	111035	482421	5579	2315	30397	14173	1262	11720	90001	35202	92947	21650	203171	113455	69103	10495	9846
Utah	203908	35	15311	2439	45905	5620	243	4935	11122	35537	851	196	6411	2117	209	1235	7401	5594	10797	3049	19725	13461	9580	851	1284
Vermont	87269		7240	839	19558	2295	187	1674	5404	13755	272	242	1994	850	183	326	1956	2340	5374	2022	10361	6587	2413	1008	389
Virginia	696478	85	45215	6338	173468	16353	1244	11988	39422	144010	2153	2049	13563	6109	536	3290	20639	12021	31171	10588	86215	41685	21794	3304	3238
Washington	724748		51977	7930	162179	21925	941	18475	45459	121371	2735	892	17692	6563	979	3477	19120	21775	42821	12483	81033	44015	31707	3851	5348
West Virginia	377176		24940	2938	97686	10444	1089	6464	23913	68527	1307	643	7158	3176	413	1572	9354	8002	17438	6201	49826	21573	10738	3088	686
Wisconsin	960624		69314	9153	226225	24280	717	19507	55947	166869	3623	1077	21947	10535	776	3702	25685	48500	57520	13163	102304	61381	32796	2364	3239
Wyoming	96348		7739	1036	23929	3026	82	1850	5286	18207	430	65	2550	808	80	616	3568	2294	4470	1432	9601	5062	2994	997	226
TOTAL	39769741	578	2969730	541159	9073406	1099930	58283	828608	2411645	7211259	133435	75251	853121	369419	54743	217258	1291776	980433	2140367	644751	4466152	2587625	1342467	219163	199182

Total Trucks in Operation, States by Makes

As of July 1, 1952

STAT	Total	Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	FWD	GMC	Hudson	Int'l.	Kenworth	Mack	Plymouth	Pontiac	Reo	Sterling	Stude.	White	Willys Overland	Misc.
Alabama	164167	89	68	60688	56	384	202	17455	176	42309		12143	69	15273	2	1099	397	43	698	4	5067	1429	5480	1036
Arizona	61357	107	6	20505	106	165	143	7106	70	16044	39	4815	38	5394	64	160	386	22	304	71	2244	397	2651	520
Arkansas	137545	9		51089	28	284	4	12744	67	38645	5	11363	36	11353		208	338	24	425		4753	463	3387	2320
California	686339	2674	90	191214	1092	2934	2773	84373	1013	175545	534	52844	1035	54237	1722	3960	7115	1250	3254	1003	23425	5696	27431	41125
Colorado	131142	174	18	44242	109	979	324	13304	215	34275	175	9665	113	13704	148	490	804	64	581	8	4162	795	5820	973
Connecticut	94307	1032	738	26318	50	1211	1076	11128	791	23486	61	5851	114	11527		2399	725	87	874	66	2665	1249	1438	1421
Delaware	25609	193	94	7999	175	144	131	2529	31	6649	20	1706	17	2774		205	220	75	151	2	655	220	756	863
Dist. of Col.	23081	282	109	6214	6	232	602	2853	117	5370	1	2125	7	2883		333	64	27	271	31	377	409	470	298
Florida	183861	230	47	57251	334	1012	504	21813	238	52212	7	10856	141	15601		2474	999	92	1151	4	6859	1623	9352	1061
Georgia	197000	28	20	66525	54	549	128	21037	216	60798		12135	72	17451	1	1339	521	69	792	3	6582	1581	4779	2320
Idaho	70803	43	2	22121	13	632	49	7349	155	16039	33	6192	74	8525	316	320	286	32	408	18	3525	329	3592	750
Illinois	382116	1252	128	115038	90	7592	2560	45748	1059	84387	120	24322	325	58371	8	3255	1255	190	2899	158	12347	5902	9038	6072
Indiana	238884	155	166	72551	186	1611	1140	28296	377	59217	21	15221	204	33328		987	1423	133	1559	9	11013	3122	6060	2105
Iowa	191836	41	6	64990	19	1833	366	19646	122	50001	131	9528	132	29117	2	671	702	51	1018	4	6481	1016	4996	963
Kansas	202677	26	7	75232	112	1450	213	18036	321	54667	84	12706	164	24962	1	212	1126	118	861	4	6021	876	4394	1084
Kentucky	156091	77	17	55483	85	904	251	16491	331	39022	7	11505	82	18168		513	604	116	921	5	4690	1113	3870	1836
Louisiana	146317	87	4	48538	103	1068	155	13452	89	43497	6	9888	36	14433		592	388	62	417	16	4377	948	5403	1758
Maine	62091	68	159	19994	22	178	142	6504	151	16768	11	4637	47	6789		828	262	49	340	54	1848	391	2099	750
Maryland	91371	508	648	29317	43	479	780	12449	470	21527	5	5795	283	10499		1302	466	64	751	25	2226	1402	1434	898
Massachusetts	165509	2836	1786	41887	54	1971	2781	20652	626	42279	141	10218	158	17640		4366	785	192	1601	735	4528	3868	3768	2637
Michigan	282021	468	144	85477	106	1343	2731	36524	1184	85227	18	18508	419	21678	2	1400	1050	322	2639	20	7708	2255	8517	4281
Minnesota	201924	177	8	63262	72	1685	672	21117	712	58429	256	10750	151	28576	26	961	992	96	934	12	7637	1645	2521	1233
Mississippi	143557	6	9	53795	30	350	13	12946	88	39834	13	12804	33	12602		463	383	39	291		4418	437	4222	781
Missouri	248045	301	15	91489	84	1649	1169	26018	367	60211	11	18893	122	27533	11	1448	1027	98	1010	8	6905	2962	4594	2120
Montana	78337	31		24545	13	702	47	7502	140	19002	138	5422	40	10930	216	135	259	15	429	8	3130	317	4928	388
Nebraska	129515	22	15	42712	44	1535	89	10408	143	35901	21	7707	61	17920	78	348	503	48	450	4	4551	984	5092	879
Nevada	18250	25	1	5139	10	101	9	2181	14	4888	40	1756	6	1836	64	88	134	8	60	23	757	58	837	215
New Hampshire	27475	93	67	8279	12	90	152	3245	51	7858	7	1597	25	2467		553	208	61	243	32	683	237	1013	502
New Jersey	207176	2385	3350	56264	134	2486	2561	24517	1188	48051	104	15789	250	22541	3	6655	1184	582	1283	116	5239	4048	4212	4234
New Mexico	59438	50	3	23917	37	198	10	5878	71	13254	30	5448	18	4670	58	381	256	34	144	2	2396	367	1543	673
New York	428895	5231	9605	106462	252	6892	4220	58627	2314	89726	747	29895	414	49614	4	17314	1926	409	3841	492	10995	9090	13223	7602
North Carolina	224768	390	61	83405	99	486	493	24889	287	62111	173	12298	94	16880	1	2664	746	106	806	19	7737	2028	7274	1721
North Dakota	83563	5		27233	13	568	35	7624	176	24009	65	4236	35	14293		126	289	9	274	2	2900	128	1311	232
Ohio	346437	1027	215	100979	331	2368	2953	45870	1234	86560	115	21591	352	42176		3216	1673	294	2564	15	11048	8554	10819	2483
Oklahoma	207985	80	3	73176	136	425	366	21045	123	59848	46	13154	75	22418	2	447	769	181	822		5784	1530	6334	1221
Oregon	13441	317	55	37116	158	1574	278	16782	1177	29002	131	12841	217	17205	1213	1684	715	56	776	277	4704	1858	3450	2825
Pennsylvania	434135	3222	4794	118317	153	4441	3661	61412	1419	100280	294	29439	319	53409		8826	3248	449	3857	392	13677	8456	8816	5251
Rhode Island	32409	781	128	8570	27	270	545	3858	66	8513	12	1726	30	4199	1	620	211	28	197	83	787	464	684	609
South Carolina	111380	75	10	41518	44	225	103	12099	70	33277	43	6528	60	7839		965	372	31	434	2	3212	849	3053	57
South Dakota	70921	5	1	21154	44	762	52	7472	123	17949	79	3854	42	12092	46	98	303	19	340	3	2453	168	3446	416
Tennessee	176302	24	31	62358	172	598	333	20903	489	42600	70	14920	114	18473	24	1104	502	55	571	32	6425	1673	2522	2309
Texas	595931	344	25	214241	281	1958	926	60527	577	167953	142	45454	213	52629	86	2097	1660	244	1655	82	19111	5134	15759	4833
Utah	47364	19	2	14840	49	356	144	4592	123	11728	55	4124	39	5420	174	311	228	50	170	43	1598	385	1936	979
Vermont	24870	22	113	6902	8	111	33	3074	71	5977	15	1903	15	2993		269	118	13	204		717	93	1858	341
Virginia	167436	457	353	59164	99	646	636	19449	377	46297	156	9902	59	15229		1118	626	33	543		4990	1627	5050	625
Washington	165944	120	3	46522	74	1227	649	21825	245	41257	93	13226	236	20989	923	1376	1014	84	939	164	5782	1581	5663	1952
West Virginia	109692	161	367	34456	87	618	343	13795	467	26456	214	8034	73	9720		845	771	49	707	15	2894	1217	7762	6[illegible]
Wisconsin	207435	222	12	67859	61	1928	1061	20939	432	54887	729	12131	241	26543	6	840	1609	115	1360	209	5889	2220	5348	27[illegible]
Wyoming	42136	16		13764	12	383	15	4133	17	9861	68	3211	22	5213	41	106	122	15	127	2	1350	310	2969	379
TOTAL	8419855	25987	23503	2670111	5379	61587	38623	962216	20380	2173683	5286	580656	6922	920136	5243	82171	41764	6303	46946	4277	270322	93504	250974	123[illegible]2

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New COMMERCIAL CAR Registrations by

MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'52	1201	416	1377	4161	732	486	236	1671	2392	433	2996	1513	1250	971	1135	741	423	731	949	2269	1046	1141	1699	336	942
	'51	1984	496	2315	6317	1191	664	300	1965	3057	493	3095	2344	1932	1293	1714	870	560	903	1219	3788	1434	1680	2937	487	1442
	'50	1594	387	3053	3625	1099	504	252	1091	2497	272	2718	1475	1737	856	1399	1407	644	739	1167	2390	1471	1344	1607	474	1133
	'49	1502	372	2115	4720	783	499	255	1186	2799	372	3162	1538	1630	1002	1269	1755	683	727	900	2340	1566	1248	2000	806	1164
	'48	1478	321	1332	3951	1061	673	218	1554	2406	244	4266	1471	1843	953	1794	1296	269	861	864	2950	1783	1070	1978	607	1524
	'47	1347	248	368	3036	671	761	263	2012	627	333	3809	2864	1416	856	927	847	148	1071	530	2930	1168	1148	2019	457	965
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	1269	266	1309	2620	579	544	131	1574	1370	275	2830	1812	1455	663	880	692	454	658	870	1566	1088	1204	1734	260	579
February	'52	1185	287	1058	4025	909	377	152	1579	1628	371	3385	1386	1154	777	1150	1413	368	638	837	2710	1144	1068	2125	527	857
	'51	1530	434	1524	5815	1010	572	237	1743	2343	580	4299	2395	1440	1456	478	2396	385	782	1023	2926	1739	1400	2949	589	1442
	'50	1767	395	1666	4418	1037	392	228	1257	3770	411	3072	1591	1676	1274	1992	1678	820	673	778	2856	1603	1325	2034	248	1051
	'49	1410	269	1735	4343	880	340	179	1129	3006	495	4598	1571	1817	972	1202	1143	589	708	894	2492	1513	1460	2050	669	1433
	'48	1582	307	1865	4252	1048	349	200	1222	2517	356	4850	1875	2057	1110	1482	1153	480	871	1228	2298	1645	1222	2348	1268	1117
	'47	1472	265	766	3999	677	427	191	1603	1328	218	5110	1477	1591	910	890	935	326	963	198	2876	1361	1366	2142	558	1027
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March	'52	1136	478	1202	4458	669	632	180	1736	1210	470	4266	1651	1252	1172	1132	1287	359	594	949	2690	1406	1292	2302	677	1070
	'51	1888	532	1450	5002	1377	773	202	1807	3335	545	3763	2801	2098	1875	1639	1440	384	939	1364	3973	1584	1608	2749	816	1407
	'50	1999	579	1402	6037	1068	775	247	2494	2586	495	5017	2747	2522	1815	1411	1682	689	762	1367	3657	2008	1849	2721	732	1406
	'49	1759	459	2404	3990	1192	647	241	1151	2197	482	5381	1897	2120	2237	2096	1360	536	1012	1161	2878	2075	1618	2684	940	1560
	'48	2088	459	2765	3831	1193	377	300	1521	3657	654	5438	2067	2251	2212	1440	1311	404	1420	1604	3187	1447	1806	3335	1048	1336
	'47	1606	340	624	5423	871	768	223	900	1042	509	5088	2236	1894	2631	1240	1246	519	934	472	2091	1939	1432	2933	744	1147
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
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April	'52	1361	598	1427	4804	1101	728	237	1743	1226	589	3568	1989	1497	1682	1558	1273	430	1175	1199	2881	1836	1175	2003	538	1078
	'51	1844	523	1840	4525	1126	748	239	1981	2234	642	4811	3139	2088	1526	1547	1583	678	1127	1578	3453	1963	1795	2811	820	1474
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	'48	2098	537	1871	7530	1070	1187	335	1776	3989	663	4966	1909	2594	3361	2897	1570	929	1474	2266	4787	2155	1692	3539	952	1747
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May	'52	1721	609	255	5435	772	627	217	1454	2725	568	2997	2488	1439	2154	1292	1461	554	778	1277	2864	1336	1307	1971	698	1175
	'51	1769	663	1351	5728	1197	794	232	2057	2571	532	4483	2764	2044	2012	1510	1633	446	1079	1578	3938	1709	1817	3724	699	1554
	'50	2041	591	1315	5008	1194	801	247	2301	3546	798	3457	2235	2407	1823	2596	1924	557	1108	1667	3616	2231	1703	2693	750	1418
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	'47	1213	395	2301	4929	725	744	253	1291	3484	426	3732	2131	1605	1541	1520	1200	1406	1209	865	3885	1352	1235	2159	756	983
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June	'52	1656	680	1367	5217	950	679	244	1693	2369	629	1458	1924	1336	2254	1529	1186	479	801	1140	3025	1450	1230	2147	615	1354
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	'47	1057	423	294	4173	734	743	190	2227	1234	763	3657	1944	1343	1388	1323	927	317	393	1670	2413	1412	853	2224	608	806
	'46	983	271	1537	3073	457	472	152	707	1827	324	2480	860	949	950	801	721	194	712	701	1816	1042	990	1151	201	646
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July	'52	1352	494	2884	4724	1120	531	230	1573	1775	640	2110	1979	1315	2362	1065	1451	409	815	1117	2586	1572	1144	1809	668	1187
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	'47	1330	537	1288	4261	784	754	240	1101	1767	649	3121	2384	1836	1890	1430	1141	543	964	2783	2383	1128	979	2052	643	1252
	'46	1228	308	469	3473	521	528	173	584	1243	403	2776	1428	1353	807	676	795	603	835	1782	2101	1457	812	745	348	685
	'41	1313	327	1706	4376	792	829	177	1503	1299	474	3440	1791	1319	1838	914	1125	413	966	1626	2046	1618	1051	1887	742	1080
August	'52	1026	542	1399	4021	857	503	190	1526	1701	618	2432	1373	1103	1364	993	1040	395	681	968	2458	1093	979	1706	777	811
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	'47	1348	404	1189	4870	928	642	223	1889	2154	441	3356	2328	1844	1490	1897	1209	574	1085	3482	3125	1491	1072	2342	712	1039
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	'41	1215	318	1397	3727	563	655	159	1180	1599	491	2650	1589	1096	897	908	903	403	741	1258	1514	1164	1016	2114	788	797
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	'51	1401	544	3187	4901	1053	577	186	2118	2549	896	3465	2671	1842	1822	1935	2074	483	1005	1186	3878	1772	1723	2754	891	1360
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	'41	732	222	1005	2992	509	490	115	808	1125	366	2258	1202	998	827	940	578	413	650	1075	1362	762	639	1387	438	482
October	'52	1945	621	2002	6324	1211	868	228	1618	1723	640	2914	1437	1620	1385	1577	1690	576	826	1285	3373	1793	2017	1602	685	1411
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	'50	2842	638	2776	6270	1201	933	238	2061	2372	732	3933	2854	2168	2019	1866	1865	490	1199	1701	4438	2089	2056	6070	882	1539
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	'41	1404	239	1012	2754	387	592	137	769	901	297	2027	774	708	810	685	810	445	579	1023	1009	840	329	1588	289	423
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	'48	2068	707	953	5035	961	1382	278	1284	1944	614	2809	2406	1547	1442	1784	1001	544	1051	1371	2101	1328	1651	2159	659	960
	'47	2579	486	908	5657	665	861	199	1393	1519	338	3076	2119	1563	1200	1399	880	619	892	1457	2866	1261	2026	2001	625	472
	'46	2485	336	569	4811	659	677	141	1879	1236	287	2355	1299	1224	1383	972	848	436	883	1987	2304	548	1429	2149	379	376
	'41	1286	202	749	2114	321	500	124	699	727	227	1321	1456	760	825	752	481	515	462	882	1673	629	824	1217	268	370
December	'52	1736	764	1286	5224	729	686	174	2208	1357	516	2335	1479	1359	1426	1588	1352	263	826	1005	3786	1297	1422	1446	738	1137
	'51	1667	525	1010	3516	664	480	137	1464	1282	478	1869	1493	1490	1085	1291	1202	406	607	839	3022	1313	1421	1845	599	977
	'50	2227	512	1504	4362	886	635	183	2422	1677	448	5380	6137	2333	1466	1563	1005	480	900	1332	4418	2401	1724	2996	615	1206
	'49	1809	494	837	4259	804	528	203	2406	1666	522	5320	2120	2205	1262	1610	1176	387	660	988	3468	1753	1432	2711	665	934
	'48	1697	514	206	4385	550	717	170	1656	921	422	2545	2007	2328	1324	1821	504	538	836	833	3593	1691	1381	2468	497	1190
	'47	1173	503	774	5854	584	612	162	1610	1082	612	2494	1524	2303	1042	1289	549	371	955	759	3279	731	1298	2516	699	853
	'46	2854	400	673	5299	462	655	157	1348	773	354	2371	1531	1715	1111	1581	269	257	986	1373	3041	1584	1207	2315	496	82[illegible]
	'41	1157	231	912	2607	525	479	144	1125	469	164	2087	1034	1423	631	789	218	196	580	665	2001	715	494	1128	154	66[illegible]

States and Months from 1941 Through 1952

* Not Available.
Source: R. L. Polk & Co.

MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Dist. of Col.	TOTAL
January	'52	100	158	1397	369	2936	2239	577	2630	905	703	2504	187	1012	389	1395	5651	370	148	1455	657	668	1461	355	148	59661
	'51	193	272	2136	548	5452	2775	504	4688	1262	656	3743	313	1366	652	2477	9465	457	197	1786	1095	1035	1726	443	337	88058
	'50	104	117	1390	625	6043	1781	319	3139	1228	494	2859	252	893	448	1824	6855	295	157	1384	603	779	1056	189	156	67925
	'49	128	129	1557	221	3771	2042	657	2890	931	859	2923	218	973	502	1808	4592	319	217	1449	1023	711	1583	269	258	66423
	'48	91	214	916	306	7202	1701	160	3194	1056	1025	3451	260	795	458	1746	4315	399	226	1484	535	829	1775	319	262	69486
	'47	73	339	1193	208	7463	568	150	3447	951	551	3499	340	853	160	1984	4023	413	318	1635	891	938	1198	229	232	62477
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	83	191	911	345	3010	1918	264	2139	839	660	2692	203	629	388	1298	4322	194	156	1213	674	556	1066	218	185	50830
February	'52	72	184	922	407	2156	1537	431	2568	1662	913	2941	172	1035	378	1674	6142	371	182	1263	759	670	1195	326	145	59285
	'51	141	332	1754	691	3574	2132	502	3738	1940	898	4106	272	906	542	1173	7040	412	170	1807	1133	812	1429	401	189	78581
	'50	88	82	1595	558	4343	1838	577	3223	2000	340	3316	188	910	552	1207	7546	308	137	1530	800	606	1514	284	144	71698
	'49	102	123	1546	593	4067	1651	478	2782	1611	779	3575	231	893	517	892	4400	446	150	1479	1069	772	1992	291	196	67537
	'48	127	123	2020	502	4626	2117	250	3672	1817	1018	4158	261	861	549	949	5365	417	214	1750	1554	690	1956	370	258	74326
	'47	123	150	1677	307	3846	2015	74	3556	1722	747	3910	276	963	553	954	4090	337	216	1594	1340	767	1385	256	213	63752
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	56	109	1007	290	2197	1292	269	2048	1338	610	2967	177	796	330	664	3980	222	199	1422	784	535	1013	250	180	50124
March	'52	132	305	1732	527	3000	1748	474	3081	1168	876	3127	127	950	303	1754	4686	398	264	1278	859	631	1156	300	218	63364
	'51	141	379	2729	698	4331	2231	486	4851	1561	1415	4788	203	1174	496	2962	6069	488	219	1357	963	980	1825	299	291	86287
	'50	129	267	2551	481	4602	2180	296	5153	1648	1674	4758	223	999	633	8030	7425	513	442	1803	1063	845	1948	322	214	96266
	'49	116	896	1910	518	4283	2131	606	4315	1409	1320	3982	206	883	766	6595	5030	599	830	1647	1370	1026	1927	443	280	87165
	'48	158	374	2286	332	5418	2311	658	4698	1232	1450	6160	264	1178	697	6234	6011	498	636	1734	1905	931	1652	430	408	94806
	'47	100	33	1514	430	4621	1899	347	4134	1232	1880	5034	231	1044	422	5122	4244	522	26	1952	1190	859	1763	314	372	79344
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	137	630	1290	300	2761	1595	374	3636	1182	864	3840	145	659	349	2840	4294	247	225	1297	1034	651	1215	252	285	62413
April	'52	172	343	2061	747	4020	1886	635	3687	1643	1056	3370	257	980	603	1683	5723	396	208	2056	1218	873	1556	392	200	73461
	'51	163	403	2249	391	4917	2195	542	3643	1747	1232	3248	306	1224	451	1614	7313	446	304	1747	1389	1068	1611	389	274	84961
	'50	124	609	2539	718	4850	2199	238	3958	2235	1499	4820	444	973	581	2894	6073	597	303	2071	1302	863	1820	412	355	92241
	'49	151	269	1991	525	4788	1719	535	3355	2095	1210	4016	543	819	606	2471	4404	641	541	2075	1417	877	1402	402	230	78857
	'48	147	340	2682	515	6159	2919	670	4961	2297	1592	6068	897	1254	899	3178	6183	604	661	1981	1718	1441	2177	476	455	108168
	'47	142	444	2090	409	5573	2890	676	4542	1608	1165	5171	293	934	539	2320	4622	481	311	1537	1337	990	2265	379	335	85148
	'46	91	153	1158	121	2758	739	328	2608	674	412	2175	173	518	150	1295	2155	163	172	414	608	491	800	87	97	40920
	'41	113	240	2099	431	3526	1779	423	2875	1365	843	3686	541	839	382	1430	4011	378	541	1062	1287	832	1599	220	281	64236
May	'52	156	307	1560	525	3878	1717	574	2152	1762	1005	3899	248	1172	597	1361	6605	478	322	1519	1079	525	1452	377	246	71690
	'51	139	235	2534	456	4799	2542	577	4103	1815	1482	5041	266	1241	764	1499	7260	480	212	2063	1390	1006	2125	484	230	90627
	'50	166	727	2415	743	4785	2580	681	4491	2016	1322	4686	410	1211	632	2499	5422	566	238	2356	1245	866	1864	549	289	90786
	'49	228	312	1857	777	4239	1968	816	3200	2117	1422	4109	583	1092	836	1961	7247	493	328	2120	1203	924	1972	320	165	86375
	'48	211	347	2214	407	5099	2539	566	4380	2145	1481	5699	656	1312	660	1972	7438	537	458	2218	1672	1127	2082	418	389	100614
	'47	109	257	2282	649	3690	2806	168	3713	1602	1026	4318	306	1034	639	1767	4167	314	517	2027	1016	869	1762	299	230	76901
	'46	42	105	1539	223	3529	1304	410	2928	1299	388	3000	268	881	264	1437	5100	294	265	893	771	643	1130	196	166	56285
	'41	76	290	1893	351	3815	1649	381	3063	1196	975	4056	278	883	332	1158	4854	333	388	1584	1068	725	1503	241	296	64177
June	'52	146	261	1783	646	3179	1894	338	3891	1947	1154	3702	221	958	727	1449	5839	491	291	1672	1007	714	1235	355	159	71471
	'51	151	271	2023	356	4156	2049	337	4176	1910	1875	5389	280	1274	531	1922	7986	510	197	2022	1149	989	1729	339	277	87461
	'50	181	253	2086	791	4202	2550	743	5026	2459	1214	6302	484	1383	523	2622	4234	618	265	2408	1359	1208	1986	484	223	91512
	'49	168	203	1686	586	3548	1622	710	3189	2292	1160	4097	347	1056	860	1718	6764	480	195	1867	1157	918	1802	432	291	79069
	'48	172	274	2478	339	5020	1623	668	3993	2274	1232	4758	374	1021	605	1969	6768	591	334	2517	1263	1193	1948	383	177	87117
	'47	119	243	1507	332	3938	1341	79	3289	1629	1002	4045	233	802	1135	1290	5024	368	290	2006	1363	663	1338	209	252	65458
	'46	218	169	1443	227	3093	1804	342	2210	602	463	3031	252	803	287	1076	2722	161	239	857	622	357	1084	217	192	46488
	'41	131	336	1892	282	3129	1396	361	3187	1844	992	3646	324	748	232	1222	4157	308	275	1764	1074	1269	1836	171	329	62265
July	'52	155	216	1904	466	3577	2199	447	2938	1776	1363	3513	187	967	594	1403	7256	391	131	1597	1323	807	1378	438	196	72134
	'51	215	225	1930	428	3862	2696	738	3494	1910	1341	4388	197	1134	732	1803	7455	463	233	1949	1406	1180	1298	506	226	84021
	'50	219	378	2855	956	5625	3263	925	5838	3237	1102	6070	387	1709	925	3278	11505	595	328	2358	2066	1335	1726	632	248	117040
	'49	157	143	1383	608	3845	2315	753	2679	1901	998	3345	217	974	864	1644	5587	547	201	1409	1119	1055	1512	446	259	76866
	'48	111	261	1841	1079	5411	3310	963	3913	2029	1490	5032	320	1084	965	2041	5908	461	295	2006	2144	1170	2168	456	425	94036
	'47	189	289	1367	421	4762	1856	1119	4112	1400	931	4076	229	868	420	1413	4046	329	296	2014	1175	676	1740	348	331	71647
	'46	74	211	1613	463	4025	1328	342	3148	959	701	3126	243	720	360	872	3946	234	208	1634	992	573	1341	219	192	53657
	'41	133	288	1815	569	4745	2129	352	2962	1079	971	4249	280	746	466	1170	3838	339	231	1794	1165	1048	1864	266	261	67412
August	'52	172	156	1064	601	2974	1934	798	2197	1545	1376	3088	146	897	316	1073	3469	451	199	1415	838	454	1618	283	166	57786
	'51	117	247	2075	376	3706	2539	1118	3517	1873	1120	5790	233	1142	781	2029	8472	619	208	1983	1340	925	3005	422	219	87646
	'50	197	325	3039	1076	5512	4221	1355	5346	2742	1150	7537	364	1455	852	2521	13393	752	304	2943	1731	1377	3017	669	294	126533
	'49	196	170	1645	716	3684	2192	1353	3143	1933	1227	4671	208	1240	746	1967	6716	451	178	1780	1142	1043	2493	326	278	85539
	'48	164	277	2185	414	5329	2516	1014	4331	2026	1695	5616	293	1158	660	2078	5768	726	307	2219	1654	1091	2409	470	283	91923
	'47	137	226	1433	419	4044	1922	1173	3716	1562	981	4075	317	999	444	1687	5199	343	330	1758	1063	694	1843	183	230	75912
	'46	93	213	1836	291	3509	1252	519	3176	1659	808	4042	239	740	263	1899	3462	235	185	1619	973	631	1439	250	217	62820
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September	'52	137	162	1164	485	3889	1817	397	2972	1306	1116	2965	181	768	411	1244	7130	343	174	1316	886	434	1302	397	205	65381
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	'41	111	148	1111	253	2807	1155	715	2245	1035	653	2452	161	464	221	844	2968	317	154	1167	705	655	795	190	191	43892
October	'52	232	206	2044	487	4252	2207	623	3545	1841	1178	3704	271	935	388	1753	6024	481	223	1711	1073	785	1448	387	317	77486
	'51	136	260	2231	574	4549	2901	813	4166	1906	1547	4871	255	1249	701	1585	7445	520	345	2020	1257	951	1866	567	245	92281
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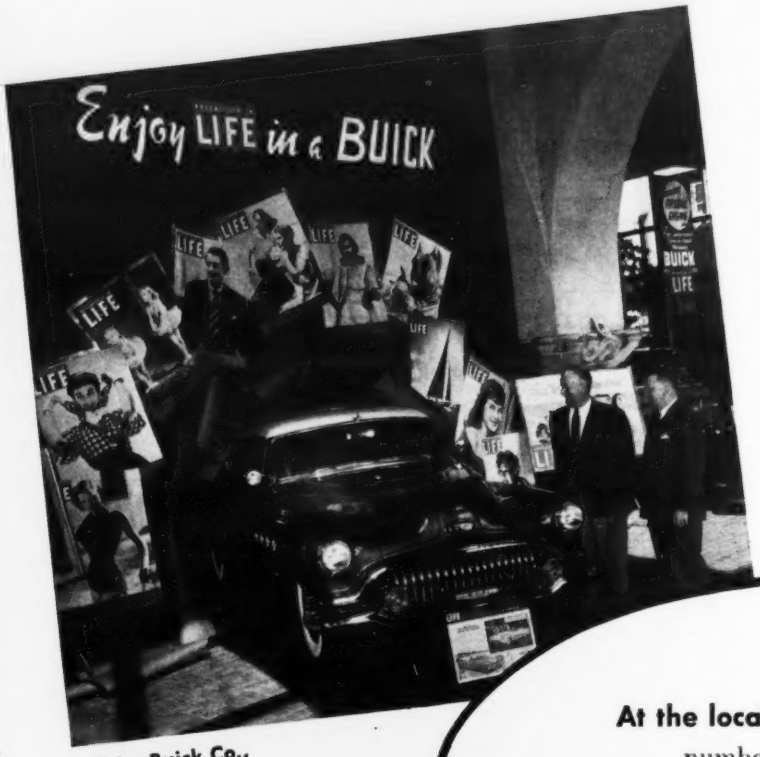
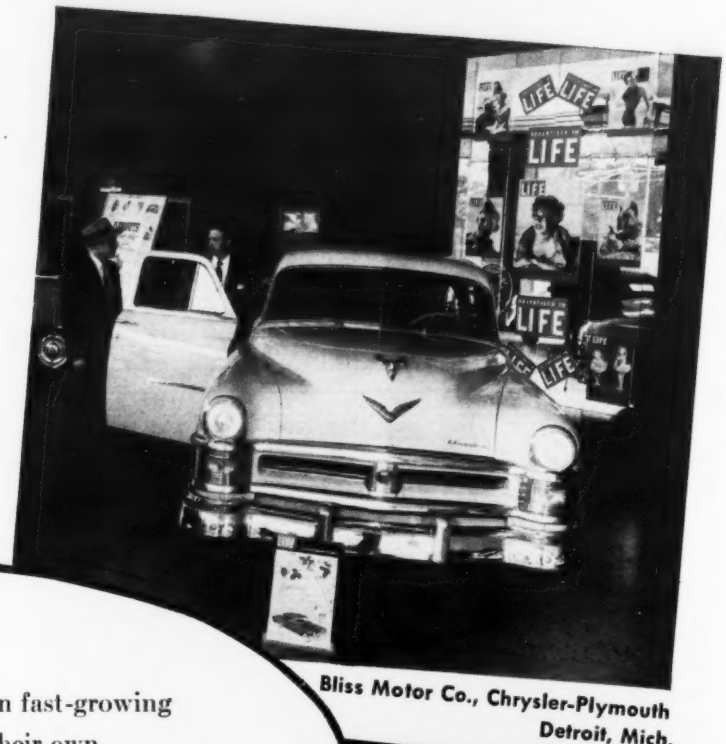
	'49	125	165	1942	812	4536	2680	1033	3650	1873	1031	3926	223	1023	676	2216	6404	483	235	1950	1050	775	1211	325	257	86375
	'48	151	261	2059	533	5653	2328	912	4149	1795	1117	5027	325	937	583	1957	5914	373	344	1901	1722	946	1631	350	364	84284
	'47	57	346	2522	517	5992	2378	751	4385	1690	1157	5639	433	932	392	2205	5792	435	463	2117	1200	779	1941	497	350	87167
	'46	104	253	1369	420	4373	1900	428	3634	1407	1471	4597	328	852	502	1748	4957	338	295	2163	1126	848	1881	212	331	74708
	'41	95	135	999	398	3122	1446	400	1805	749	537	2875	195	479	205	800	2395	234	181	1110	596	483	919	166	197	41352
November	'52	144	162	1490	351	3814	2167	394	3237	1929	974	3551	182	1269	367	1559	5144	412	225	1458	917	623	1473	395	194	70431
	'51	168	155	1971	494	3333	1999	587	3059	1918	980	4318	223	1506	483	1432	7458	511	270	1960	1101	836	1993	362	188	76517
	'50	96	240	2246	873	4174	3114	540	3646	2018	1345	5636	241	1085	535	1898	8206	464	194	2044	1209	831	2982	391	297	84167
	'49	100	295	2603	621	3933	2870	771	3327	2209	876	3688	217	1276	592	2133	6767	433	221	2098	1088	760	2520	287	221	79699
	'48	87	207	2224	465	4286	2093	792	3725	1639	992	4571	406	1108	584	1673	4568	411	288	1933	1225	845	2151	370	342	75024
	'47	153	213	2774	533	4401	1947	472	3503	1673	910	3936	325	1192	511	1605	4920	349	269	2214	1114	580	1755	253	246	73737
	'46	65	181	1824	318	4636	1703	376	3884	1594	714	4207	256	893	149	1392	4418	195	254	1493	559	700	1520	217	237	63978
	'41	48	137	1026	243	2315	843	257	1619	762	404	2042	169	594	162	813	2539	177	178	991	321	648	791	128	219	36799
December	'52	223	251	1592	274	4113	2351	244	3192	1266	998	4585	205	1208	412	1769	5124	362	160	1575	1016	745	1471	435	239	69949
	'51	150	225	1469	823	3451	2078	415	2572	2329	776	3559	160	1190	390	1300	6031	267	130	1521	722	571	1209	401	175	62596
	'50	154	239	1988	658	3914	2146	411	3833	3017	1185	5555	240	1257	553	1586	6364	402	161	1568	1372	981	2080	487	223	89186
	'49	138	166	2818	734	3439	3565	355	3632	2967	716	3950	222	989	436	1263	6183	359	168	1700	1140	649	2118	582	297	78805
	'48	83	907	1865	633	3921	2383	381	3198	2366	1015	4952	240	1002	548	1139	4006	379	251	1721	1347	762	1692	359	337	70282
	'47	56	301	2362	385	3616	2773	579	2990	2001	873	4965	247	847	542	1094	4689	351	238	1643	979	555	1346	354	277	67690
	'46	88	227	2812	463	4398	2745	368	3352	1937	588	4794	261	1143	600	1133	3024	271	190	2182	1628	639	1805	286	277	69453
	'41	49	174	1415	256	1598	1535	221	2133	1174	537	2400	345	468	134	603	3269	170	167	1067	877	498	920	168	239	41006

Are you aware of this trend

What's happening here, locally...



Elder Buick Co., Oakland, Calif.

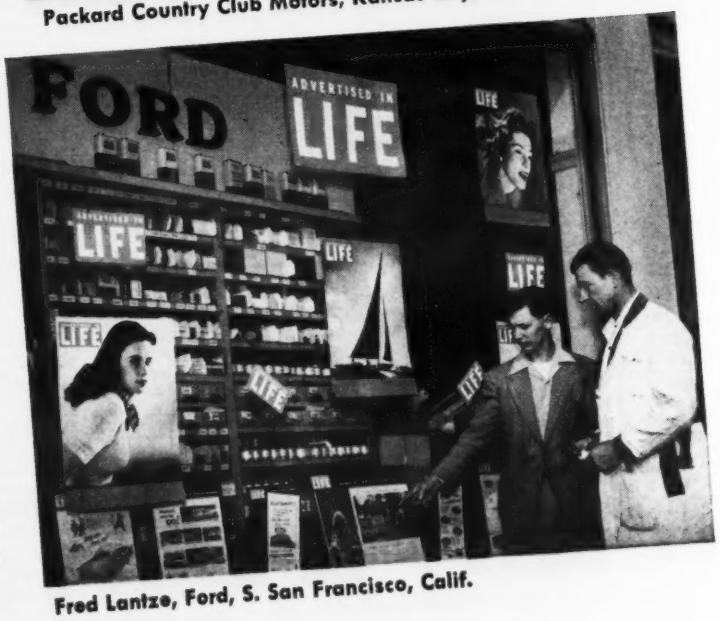


Bliss Motor Co., Chrysler-Plymouth Detroit, Mich.

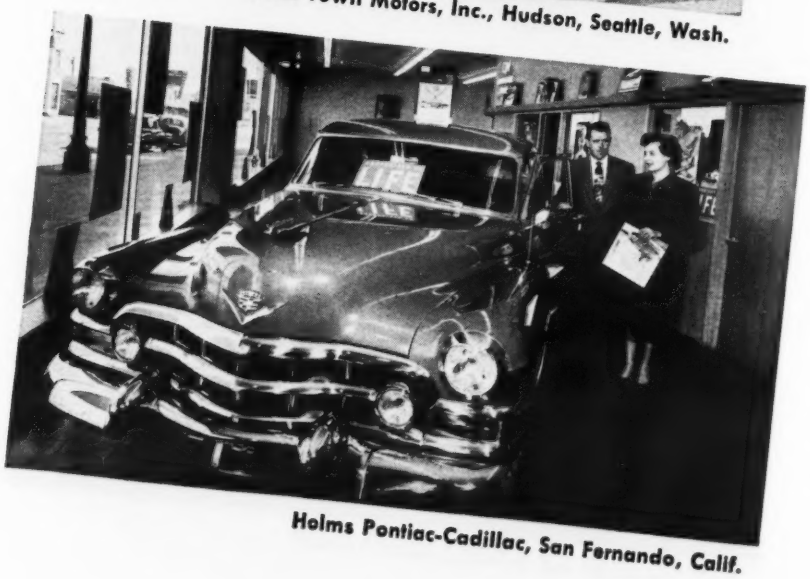
At the local level, dealers in fast-growing numbers are "signing their own names to LIFE ads" with Advertised-in-LIFE promotions. They've proved to themselves that no other magazine equals LIFE for local-level impact.

Packard Country Club Motors, Kansas City, Mo.

North Town Motors, Inc., Hudson, Seattle, Wash.



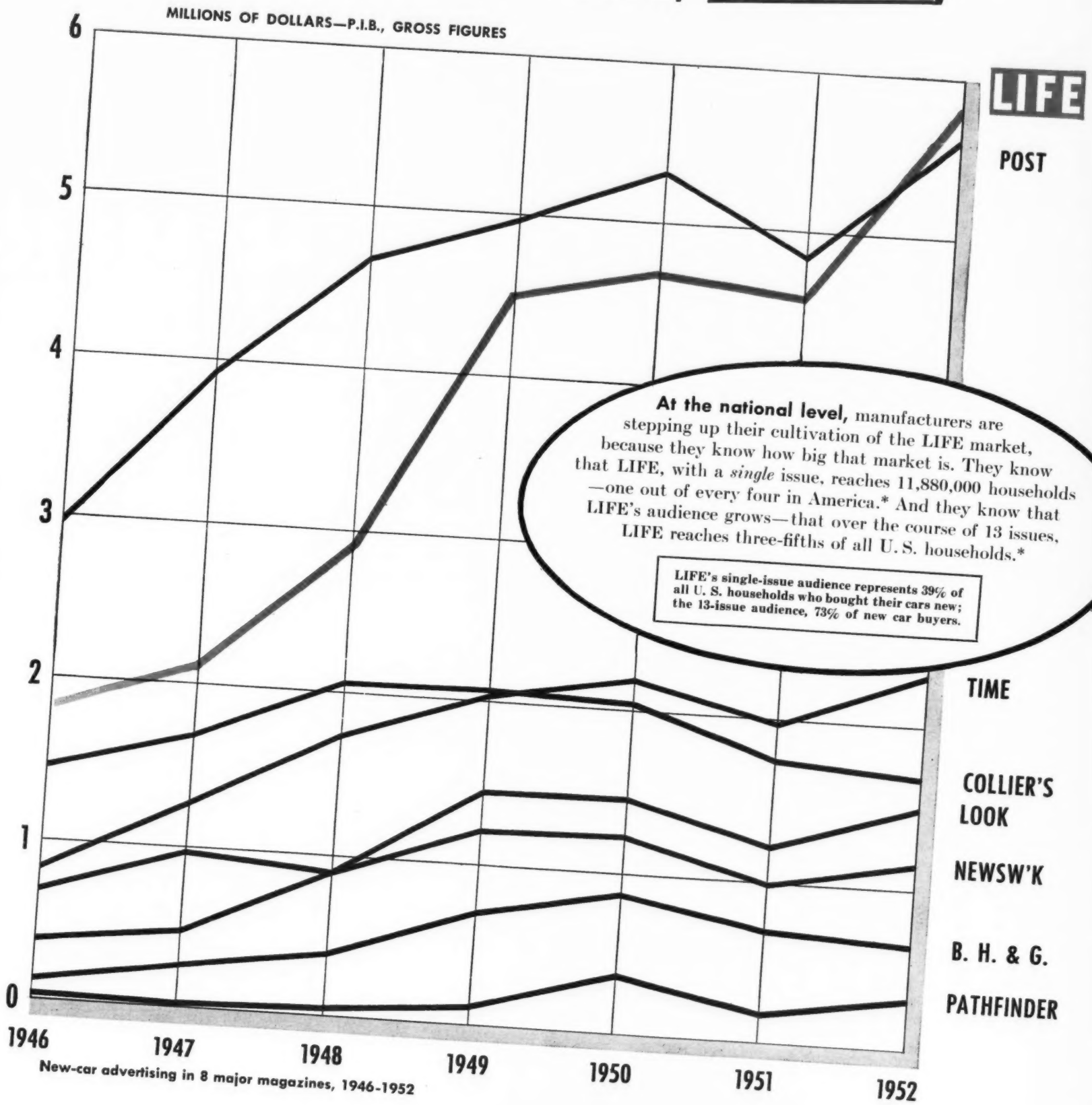
Fred Lantze, Ford, S. San Francisco, Calif.



Holms Pontiac-Cadillac, San Fernando, Calif.

in new-car advertising?

helps explain what's happening here, nationally



New-car advertising in 8 major magazines, 1946-1952

At the national level, manufacturers are stepping up their cultivation of the LIFE market, because they know how big that market is. They know that LIFE, with a *single* issue, reaches 11,880,000 households —one out of every four in America.* And they know that LIFE's audience grows—that over the course of 13 issues, LIFE reaches three-fifths of all U. S. households.*

LIFE's single-issue audience represents 39% of all U. S. households who bought their cars new; the 13-issue audience, 73% of new car buyers.

*Source: *A Study of the Household Accumulative Audience of LIFE* (1952), by Alfred Politz Research, Inc. A LIFE-reading household is one in which one or more adult members read one or more of thirteen issues.

LIFE

9 Rockefeller Plaza, New York 20, N. Y.

First in circulation

First in audience

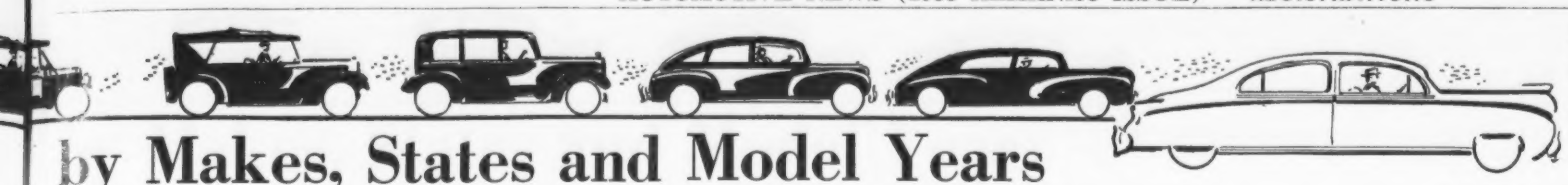
First in advertising revenue

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Allstate July 1, Total	29	35	1	2	1	2			28	2		5	2				7			1	2	7	20		3
'52	29	35	1	2	1	2			28	2		5	2				7			1	2	7	20		3
Buick July 1, Total	28853	16569	15650	320629	33747	54040	7488	15880	68127	44739	13813	204494	83986	50381	39141	35402	32810	14883	39721	94250	151292	58853	19394	59451	11285
'52	1439	540	650	10586	1474	1357	328	689	2447	2684	742	11029	3901	2350	1844	1487	1501	608	2445	3224	11259	2647	1116	2472	664
'51	4198	1855	2457	30343	3959	5024	1217	1886	8196	7539	1944	28216	10746	6781	5650	4233	4467	1446	6549	9670	24804	7860	3201	7226	1695
'50	7419	3425	4221	54288	7398	8690	1905	3102	15348	11741	3181	47033	17710	11571	9141	7129	8424	2574	8013	16006	35113	13557	5037	12896	2715
'49	2508	1470	1512	29861	3256	5068	692	1977	7181	4090	1439	23932	8931	5384	4041	3451	3852	1294	5386	9740	15235	5501	1906	6393	1154
'48	1582	1084	861	21889	2067	3376	449	1294	4484	2636	887	14767	6028	3214	2485	2195	2112	926	3233	6375	11473	3830	994	3908	684
'47	1996	1258	1104	24307	2599	4185	532	1626	5663	3052	1026	17584	7493	3556	2909	2677	2454	1115	2909	7793	11491	4082	1320	4478	746
'46	1219	800	619	13746	1463	2459	304	949	3196	1728	541	9617	4059	2017	1561	1588	1383	680	1257	4291	5972	2215	725	2494	423
'45-'42	877	494	429	9378	905	1341	197	291	1785	989	373	4231	1909	1112	918	1254	900	330	417	2142	2798	1330	542	1472	261
'41	3018	1945	1365	38983	3686	5649	569	1442	7243	3963	1376	16616	8489	4348	3791	3961	3105	1411	2132	9786	12222	5294	1812	5902	956
'40	1891	1229	909	28113	2282	4870	442	1088	4992	2404	839	12201	5738	3262	2350	2720	1842	1427	2331	8537	8294	4085	1109	4287	658
'39	1131	696	576	16298	1449	3469	290	559	2686	1393	468	6997	2986	2247	1465	1758	1104	865	1527	5547	4249	2804	682	2660	414
'38	631	546	325	12191	895	2557	168	381	1619	846	315	4352	1937	1495	905	997	590	641	1129	3540	2362	1749	314	1672	292
'37	532	613	333	14872	1229	3108	167	306	1634	717	360	4459	2304	1575	1056	1177	484	719	1051	3991	3419	1961	327	2063	319
'36	239	298	169	8602	673	1559	133	132	850	371	176	1821	1076	744	551	445	198	448	645	2290	1233	1011	129	832	198
'35	51	59	26	2472	88	290	25	30	161	84	26	332	299	178	116	91	32	111	272	363	191	224	34	172	17
'34	26	38	25	997	68	266	16	22	112	51	14	191	106	85	81	56	24	88	65	353	131	123	21	89	6
Prior to '34	61	135	46	3548	234	736	32	46	175	145	79	637	233	419	234	148	93	191	161	572	453	544	63	371	79
Year Not Given	35	84	23	155	22	36	22	60	355	306	27	479	41	43	43	35	245	9	199	30	593	36	62	64	4
Cadillac July 1, Total	4173	3352	2278	88808	5548	11079	1263	4161	20514	7974	1833	39687	11871	5643	4343	4527	5866	2265	6078	16433	24446	7535	2643	8953	1588
'52	301	139	165	4323	399	456	98	272	838	628	156	3058	974	578	346	292	359	127	507	863	3956	589	216	635	182
'51	827	500	551	12967	894	1600	289	687	3545	1550	410	7820	2332	1242	1003	746	1134	337	1148	2376	6483	1529	630	1746	365
'50	697	543	448	16353	989	1511	236	702	3487	1325	403	7115	1971	1140	854	747	1181	376	1158	2503	4276	1314	542	1565	332
'49	660	537	358	14064	895	1586	176	642	3500	1244	328	6231	1824	936	741	630	1069	327	890	2382	3064	1163	432	1469	274
'48	316	278	159	7903	421	1058	101	398	2053	652	132	3896	1078	426	322	358	487	186	661	1484	1278	706	213	695	119
'47	362	378	186	7929	511	1229	101	486	2258	734	129	4087	1251	416	314	434	469	241	580	1809	1933	640	175	792	80
'46	175	163	73	3943	248	651	62	227	1010	390	54	1688	546	180	130	213	226	107	253	862	715	304	85	376	40
'45-'42	134	88	43	2296	161	325	32	103	524	188	32	869	265	97	84	145	146	60	54	487	452	182	57	212	21
'41	474	433	185	10945	605	1460	78	405	2014	806	110	3218	1073	375	348	511	511	292	479	2068	1430	678	184	937	96
'40	73	76	43	2287	107	294	13	74	426	118	22	573	212	65	53	110	98	60	138	461	263	115	31	161	22
'39	67	55	32	1758	126	245	19	67	289	126	22	445	117	63	53	101	56	37	60	324	214	120	27	154	24
'38	31	41	14	1170	54	177	9	34	188	58	12	229	78	33	36	44	27	35	29	238	115	49	14	76	15
'37	29	51	8	1114	68	247	14	28	158	53	11	191	94	32	29	68	28	32	54	309	107	55	10	66	7
'36	11	18	3	749	42	109	13	13	61	19	6	100	27	17	16	25	10	25	20	144	54	37	4	37	5
'35	3	9	1	259	3	13		5	7	5		12	6	2	3	5		3	8	18	7	11		2	2
'34		4		113	3	19	5	4	5	1	1	6	1	2	2	4		4	1	16	5	1	2	4	
Prior to '34	3	23	5	567	19	84	6	6	21	14	3	50	18	27	4	90	11	15	10	63	21	34	12	17	4
Year Not Given	10	16	4	68	3	15	11	8	130	63	2	99	4	12	5	4	54	1	28	26	73	8	9	9	
Chevrolet July 1, Total	153305	50298	84643	806570	105239	119031	21783	31521	166414	180054	44564	478595	279107	222990	176724	159523	135330	48375	123395	221132	442426	233714	87228	281196	39918
'52	5588	1367	2612	28978	3753	3615	949	2749	6107	8527	1531	26974	12250	7898	5225	5209	6101	2219	8336	9782	29300	8454	3612	11720	1952
'51	17592	5785	10154	81843	10280	14275	3927	6023	23732	24410	4960	72570	35396	25202	19137	16485	18407	5594	21068	28684	78608	27014	11405	30379	5580
'50	20478	6957	11467	106716	13062	16207	4219	6420	27326	25864	5790	78117	40282	28334	22412	18878	21899	5758	23994	30335	81095	28926	12005	36502	6169
'49	15512	5476	8712	82537	10432	12226	2700	4706	19449	18937	5041	59728	32877	23337	17752	15268	16682	4735	15588	23838	53007	22306	8780	28563	4531
'48	11960	3211	6448	52452	7866	8483	1786	2796	11828	12804	2948	39395	21753	16759	13091	11081	10767	3327	10353	16428	31543	16258	6601	20730	3021
'47	11457	3292	5851	49398	8013	7584	1541	2387	11738	12434	3181	35367	20708	16151	13046	10820	10109	3028	7889	15128	29095	15483	6211	19107	2868
'46	7318	2052	3718	30157	4687	4886	781	1230	7120	8149	1943	20463	12121	8798	7479	7038	5775	2004	3708	8846	15915	9239	4014	11889	1594
'45-'42	4935	1442	2452	19128	2814	2664	477	407	4266	5534	1224	9071	6491	5201	4445	4576	3690	1183	1404	4492	8851	5319	2719	6310	892
'41	19364	5296	9754	88515	11333	12044	1430	1707	16464	19477	4501	37625	26685	20747	18971	19134	12785	4955	7211	21282	33305	22186	9392	27624	3596
'40	12358	3622	7039	60675	8027	9315	892	1098	11482	13890	3396	28770	19638	16489	12379	13995	8738	3953	6728	16553	24460	17190	6585	22654	2742
'39	9140	2646	5258	40550	6015	6401	662	556	7252	9843	2323	19301	11893	13791	9839	9932	5937	2880	4300	12492	15120	12755	4809	16579	1772
'38	4082	1843	2876	31082	4149	4278	521	342	4229	4097	1622	12965	8310	10391	7817	6397	3688	1856	2736	7683	8063	11879	2618	11848	1055
'37	6480	2775	3619	45044	5599	7109	706	418	5853	6072	2423	16427	13299	12078	9682	9262	3951	2541	3741	12072	15354	13643	3333	14145	1608
'36	3793	1987	2350	38125	4511	4546	531	254	4299	4197	1813	10894	9584	8489	7324	5575	2927	2049	2661	7215	9554	10943	2394	10767	1372
'35	1198	775	830	18338	1446	1807	236	111	1490	1634	691	3339	3353	2808	2549	2061	948	770	1171	2573	2572	3831	906	3806	472
'34	722	510	425	9333	895	1127	140	42	1021	959	400	1614	1398	1444	1409	1007	650	473	500	1550	1305	1998	570	2084	271
Prior to '34	1201	1020	982	23359	2296	2358	262	108	1694	1861	712	4762	2967	4927	3932	2619	1408	1040	1389	2001	3410	6079	1023	6223	415
Year Not Given	127	242	96	340	61	106	23	167	1064	1365	65	943	102	146	235	186	868	10	618	178	1869	211	251	266	8
Chrysler July 1, Total	8916	6589	5200	132060	13724	18806	2166	6244	25675	12820	5096	68817	29990	19784	14748	13490	10953	4812	16100	33348	46444	25819	6873	21087	4928
'52	514	218	192	5511	593	675	105	323	917	735	242	3842	1366	937	620	574	584	256	972	1248	2922	1223	374	917	239
'51	1224	663	703	14635	1535	2060	253	878	3093	1830	612	9212	3535	2585	1783	1423	1485	509	2915	3544	7020	3234	1033	2415	609
'50	1453	792	895	16256	1902	2511	326	1109	3859	2095	700	11473	4429	3190	2271	1790	1805	719	2547	4728	7668	4093	1230	3400	719
'49	1134	690	715	12179	1656	2060	256	848	3227	1513	620	9410	3810	2810	2128	1642	1452	521	1965	3775	5805	3380	863	2791	613
'48	879	540	547	9892	1306	1421	178	588	2324	1385	485	6881	2823	1954	1625	1248	1346	448	1556	3005	4378	2437	837	2084	445
'47	784	639	402	9625	1247	1479	192	510	2275	1101	481	5913	2673	1779	1395	1165	998	408	1059	2675	4226	2250	634	1775	440
'46	615	423	308	7561	819	1176	128	434	1702	748	285	4314	1973	1102	775	785	584	295	747	2199	2629	1321	335	1214	276
'45-'42	204	193	121	4183	326	487	78	134	736	315	123	1366	707	385	258	322	287	80	115	803	828	599	132	471	95
'41	855	966	504	20038	1612	2448	244	668	3301	1320	517	6712	3299	1764	1455	1529	1046	495	1382	3749	4396	2582	566	2205	524
'40	548	451	297	9661	863	1306	112	285	1607	647	341	3410	1944	1049	807	962	486	334	1060	2169	2662	1395	316	1254	288
'39	287	291	184	6740	528	903	83	182	912	398	179	2135	1092	679	496	632	289	192	563	1594	1299	938	169	832	194
'38	152	179	105	3665	266	558	38	90	413	189	150	1122	597	387	290	395	174	158	332	853	622	562	97	501	107
'37	128	280	104	5480	492	868	95	93	637	217	190	1693	969	547	414	523	184	194	406	2091	1022	921	130	580	187
'36	50	115	57	3058	249	350	36	37	245	81	75	565	350	234	187	211	50	64	199	453	311	354	56	268	94
'35	23	67	19	1176	86	140	11	9	105	51	29	240	159	110	76	91	14	31	90	188	135	162	20	113	40
'34	13	12	8	373	47	87	5	9	48	25	12	60	43	29	27	44	6	20	18	86	36	46	13	46	18
Prior to '34	42	47	32	1962	156	266	18	20	110	54	45	313	204	221	122	136	55	86	93	175	193	310	42	199	38
Year Not Given	11	23	7	65	41	11	8	27	164	116	10	156	17	22	19	18	108	2	81	13	292	12	26	22	2
Crosley July 1, Total	872	422	341	5187	620	1002	122	170	3783	1061	124	3501	2204	754	999	945	983	310	743	1951	1968	734	574	1371	70
'52	12	17	17	87	38	18	10	7	188	37	2	167	60	12	23	23	35	19	41	95	66	6	20	51	5
'51	62	46	39	272	93	92	11	18	487	103	6	286	172	38	67	60	86	43	97	222	124	32	50	102	11
'50	104	39	49	458	131	115	11	11	649	82	7	326	184	55	84	66	156	40	80	200	154	37	80	98	6
'49	138	62	54	689	82	124	9	13	452	169	20	471	293	121	189	92	201	40	103	238	284	91	95	171	8
'48	306	161	100	2153	120	295	25	58	907	354	33	1698	894	361	455	382	326	82	253	738	749	337	185	630	20
'47	175	89	61	1365	133	290	34	51	839	234	47	437	523	143	150	261	121	61	160	346	502	198	103	271	16
'46	54	2	14	42	15	11	2	3	93	46	6	62	21	12	18	34	34	12	2	54	44	6	23	26	2
'45-'42	7	1	1	22	1	16	11	2	37	7		10	7	1	1	1	5	4		20	8	6	4	2	1

(Continued on Page 66)



by Makes, States and Model Years

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Allstate	**July 1, Total**			1	2	1	8	18				1			1		28	251	35		85					578
	'52			1	2	1	8	18				1			1		28	251	35		85					578
Buick	**July 1, Total**	25546	4802	9683	126526	12196	302968	50876	8940	187760	37746	36735	199314	17444	23786	11734	38879	138181	15311	7240	45215	51977	24940	69314	7739	2969730
	'52	1567	199	320	4400	673	12213	2419	472	6854	1656	1122	9211	517	1239	620	1434	7092	625	311	2222	928	798	3918	410	130703
	'51	3915	570	916	13888	1921	34828	7318	1589	23394	4709	4342	25947	1563	3687	1770	5679	22336	1772	774	6141	5248	1597	9455	1119	375640
	'50	6212	894	1457	23441	3226	57514	12961	2248	38511	8428	6953	41331	2819	5762	2982	9834	39430	3513	1197	8687	9512	5004	14967	1934	626454
	'49	2498	487	1037	13267	1277	31472	4862	954	21037	4166	3348	21370	1601	2232	1216	3600	13696	1581	651	5293	4980	2621	6703	863	306066
	'48	1479	358	671	8045	709	20184	2926	546	13877	2448	2386	12218	1081	1414	735	2375	8712	965	452	3412	3596	1599	4509	512	198042
	'47	1600	355	700	10624	872	24829	3837	638	17249	2703	2933	15371	1382	1536	819	2851	10363	1194	485	3722	4297	2045	5030	498	233888
	'46	880	214	423	6065	496	14114	2139	349	9468	1534	1776	8048	841	893	438	1720	5891	683	328	2157	2617	1346	2829	299	130854
	'45-'42	516	134	216	2636	320	5997	1294	196	4248	929	1130	3806	571	554	225	1086	3799	482	128	762	1705	736	1362	171	69678
	'41	2074	546	1006	12125	1034	28061	5055	625	18786	3648	4685	17530	1822	2566	902	4204	11954	1718	722	4315	6996	3046	6253	623	289360
	'40	1493	375	937	10405	675	24281	3151	482	13510	2527	2642	15291	1775	1548	662	2290	6330	1008	661	3241	4105	2250	4818	483	212840
	'39	971	190	567	6526	336	15137	1942	263	7584	1818	1655	8788	1241	915	446	1511	3286	587	446	2006	2545	1422	3117	272	127891
	'38	621	127	378	4971	233	11343	1179	198	4137	1067	1096	6423	749	493	271	790	1951	392	334	1187	1646	907	2022	158	85122
	'37	733	194	476	5599	248	12293	1031	168	5470	1153	1506	7641	759	507	297	777	1770	413	323	1190	2171	922	2396	203	97016
	'36	445	85	302	2498	108	6394	452	90	2139	534	695	3933	405	227	161	332	772	221	234	504	886	442	981	117	47780
	'35	93	16	66	514	22	1116	100	36	417	141	99	646	97	60	49	52	147	28	42	163	136	62	219	24	10089
	'34	67	10	50	399	2	900	64	13	259	65	72	430	65	37	19	29	73	25	51	62	110	41	125	6	6028
	Prior to '34	352	45	143	993	28	2139	133	67	690	177	248	1130	142	85	100	89	280	71	101	134	432	102	554	40	17710
	Year Not Given	30	3	18	130	16	153	13	6	130	43	47	200	14	31	22	226	299	33		17	67		56	7	4569
Cadillac	**July 1, Total**	2860	1768	1298	26020	2111	59356	7449	883	31115	5982	5293	31044	3548	3814	1140	5618	28326	2439	839	6338	7930	2938	9153	1036	541159
	'52	375	87	63	1432	151	4285	571	100	2524	403	225	2090	185	240	110	255	1815	146	57	449	273	163	831	95	37382
	'51	749	296	183	4169	447	10050	1518	244	5694	1210	962	5643	626	835	282	1163	6572	450	113	1235	1196	319	1805	240	98712
	'50	511	327	231	3928	455	9569	1319	176	5013	1147	1074	5404	576	643	242	964	6166	467	117	1072	1403	534	1574	208	94888
	'49	434	244	187	3995	355	8736	1185	166	4681	973	856	4761	520	592	202	808	4613	421	140	903	1346	508	1348	189	83585
	'48	178	144	105	2501	135	5423	605	58	2883	529	487	2803	289	297	67	484	2218	220	70	549	755	304	838	69	47391
	'47	194	188	125	2948	159	6512	697	57	3162	521	441	3117	359	329	72	547	2142	205	94	606	766	326	860	79	52030
	'46	80	89	74	1400	79	3015	316	12	1443	266	240	1349	149	176	35	274	1005	99	41	292	421	152	347	42	24117
	'45-'42	57	53	44	700	42	1536	210	11	736	104	129	701	87	102	18	172	635	49	20	110	262	74	186	7	13102
	'41	166	216	143	2691	182	5879	700	38	2994	454	516	3003	420	381	69	645	2038	219	103	690	906	343	781	62	53354
	'40	37	30	32	617	34	1294	101	5	601	129	83	650	95	57	12	92	456	51	21	163	150	63	188	11	10867
	'39	24	33	40	528	23	1088	79	5	538	87	83	538	83	62	4	71	268	32	18	103	134	51	155	11	8659
	'38	13	16	16	332	15	654	56	3	237	61	58	284	47	27	4	44	135	26	5	60	80	26	71	4	5080
	'37	12	21	28	406	14	732	47	3	362	41	50	377	50	38	6	42	112	18	18	58	118	48	82	11	5557
	'36	10	12	10	160	7	290	23	2	124	22	36	150	26	16	4	17	36	8	10	19	64	18	31	2	2662
	'35	2	3	1	30	1	42	3	1	12	3	7	32	3	1		4	6	6	3	3	7	1	8		563
	'34	1	1		33	2	35	3		14	5	6	23	5	1	1	1	4	2		5	8	1	6	1	361
	Prior to '34	11	7	11	113	8	172	12	1	70	20	35	81	22	9	8	8	23	15	9	13	27	7	27	5	1841
	Year Not Given	6	1	5	37	2	44	4	1	27	7	5	38	6	8	4	27	82	5		8	14		15		1008
Chevrolet	**July 1, Total**	119500	11123	30996	272065	44878	599716	224504	48578	521460	163874	119175	524038	47639	132871	54162	172910	533902	45905	19558	173468	162179	97686	226225	23929	9073406
	'52	3966	499	1173	12740	1698	27174	7714	1495	22722	5986	4117	25100	1758	3844	1910	4198	20219	1865	855	7256	2612	2559	9031	935	376234
	'51	12381	1482	3126	36895	5270	86053	25984	6078	72993	18047	13391	76806	5637	14600	5819	19642	73332	4992	2470	20715	17044	7391	26147	2957	1157762
	'50	14314	1565	4034	40068	6401	94814	30415	6198	82879	22834	15031	82385	6307	16435	6621	22798	86330	6140	2434	26789	21532	12415	28740	3534	1320225
	'49	10941	1176	3150	31744	5322	71491	23555	5305	64167	16988	11704	62215	4962	13464	5142	17972	62661	4908	1989	19930	17537	10359	22899	2692	1004993
	'48	8875	682	2145	20798	3526	46806	16636	3868	42312	12848	7922	42584	3163	9645	4259	13489	42495	3270	1371	14087	10846	7788	16425	1944	681473
	'47	9099	617	1966	19039	3782	41747	16255	3908	38129	12222	7990	37112	3148	9496	4619	12764	41500	3309	1389	13155	10768	7533	15178	1825	638706
	'46	5222	400	1182	11835	2168	25619	10590	2250	22850	6932	5014	21792	1920	6111	2687	7813	24503	1924	841	7740	6860	4874	8724	993	381768
	'45-'42	3216	366	628	5528	1483	11831	6044	1275	12187	3993	3169	9774	834	3832	1433	5165	16107	1247	411	2830	4474	2713	4793	596	213916
	'41	12746	1083	3031	24931	4945	50196	25199	5020	47594	16795	13355	46446	4942	16367	5611	21963	53709	4921	1764	15764	18991	10844	22112	2126	885838
	'40	8680	807	2380	20081	3031	40253	17318	3410	34421	12591	8977	36145	3996	11872	3770	14251	35163	3808	1585	12478	12623	8488	16821	1657	647274
	'39	7131	524	1932	12970	2170	26560	13358	2305	19997	9244	6316	23830	3032	8047	3069	10071	22235	2450	1059	8720	8872	5848	12150	1229	445162
	'38	5161	402	1248	8959	1322	18318	7553	1848	12349	6899	4536	15497	1747	4246	2194	5596	15357	1648	767	5380	5850	3527	9533	737	297101
	'37	6320	564	1818	11503	1606	24232	10810	2044	21561	7301	7288	24033	2745	6058	2576	7094	15799	2461	1041	7695	10390	5936	13635	1006	412750
	'36	5093	412	1301	7067	1133	16780	6201	1375	14279	5671	5499	14041	1676	3917	1893	4617	11260	1519	723	5267	7180	4161	10232	828	290279
	'35	1756	168	594	2571	357	5731	2857	702	4575	2212	1698	4779	708	1815	681	1796	4063	523	250	2420	2399	1268	3400	288	107326
	'34	921	101	367	1588	212	3536	1650	408	2420	1009	1003	3100	393	1034	373	873	2385	293	149	1001	1389	589	1844	187	58672
	Prior to '34	3515	259	854	3501	394	8296	2334	1067	5640	2082	2069	6627	635	1949	1216	1958	5785	509	458	2105	2664	1383	4335	381	138064
	Year Not Given	163	16	67	247	58	279	31	22	385	220	96	1762	36	139	289	850	999	118	2	136	148	13	226	14	15863
Chrysler	**July 1, Total**	10884	2452	2968	47982	4597	108824	14530	4386	72962	12217	15500	88638	6802	6565	4696	12351	45144	5620	2295	16353	21925	10444	24280	3026	1099928
	'52	491	129	119	2128	249	5426	776	251	2976	466	435	3942	275	358	232	413	2316	261	119	799	373	385	1352	133	50503
	'51	1491	305	323	5559	605	12656	1792	701	8726	1330	1649	10281	745	801	614	1550	6763	634	256	2260	2360	681	3044	400	134314
	'50	1797	370	413	6822	743	15850	2201	829	10772	1738	2069	12471	960	956	715	1899	7834	783	323	2365	3173	1431	4072	487	163033
	'49	1467	241	334	5836	663	12327	1753	712	9214	1586	1525	10498	771	802	725	1570	6221	716	252	2067	2438	1372	3061	407	132421
	'48	1105	237	297	4377	474	9416	1190	488	6579	1345	1207	7359	548	617	501	1322	4927	554	222	1638	1845	1015	2224	348	100447
	'47	1113	230	261	3726	427	8570	1107	422	6293	1145	1180	6804	509	527	469	1082	4275	519	177	1418	1740	910	1995	248	91272
	'46	598	166	179	2955	264	6534	792	203	4807	691	899	5170	411	403	255	737	2686	305	140	1063	1329	698	1303	166	65502
	'45-'42	222	83	72	1142	108	2536	400	68	1740	373	401	1837	179	181	62	229	1087	167	37	244	614	259	457	62	25908
	'41	831	297	268	5535	475	12459	1856	250	8607	1338	2287	10664	779	812	377	1403	4060	624	223	1812	3136	1279	2383	280	126212
	'40	503	122	198	3189	207	7071	992	123	4816	777	1147	6101	457	423	222	795	1969	341	148	1099	1421	783	1357	162	68677
	'39	341	72	142	2219	139	5095	644	78	2726	487	798	4165	360	255	147	440	1080	223	95	569	913	506	899	101	44285
	'38	240	44	88	1320	64	3264	335	51	1351	290	466	2284	168	129	97	274	653	114	60	317	606	255	535	49	25056
	'37	263	78	130	1754	98	4170	374	92	2502	307	712	3956	371	134	120	289	636	208	99	349	1021	489	831	92	37518
	'36	151	32	55	610	40	1517	135	41	854	161	319	1250	117	51	54	129	251	90	47	167	387	173	269	29	14678
	'35	61	13	27	266	13	638	65	15	301	62	126	691	53	40	16	37	90	29	39	64	173	75	169	25	6273
	'34	17	7	16	97	6	251	27	9	138	19	71	256	28	20	4	18	46	14	10	25	89	35	49	6	2389
	Prior to '34	161	25	36	395	18	954	89	53	484	86	200	808	64	44	59	75	144	27	48	90	272	97	249	30	9447
	Year Not Given	32	1	10	52	4	90	2		76	16	9	101	7	12	27	89	106	11		7	35	1	31	1	1993
Crosley	**July 1, Total**	294	61	203	2266	375	4574	1084	134	4258	580	634	2859	298	684	132	1744	2789	243	187	1244	941	1089	717	82	58283
	'52	12	6	8	84	30	116	40	7	159	17	20	95	27	27	7	38	99	9	5	42	21	28	16	2	1971
	'51	43	14	6	165	50	479	132	3	380	40	54	315	20	77	1	191	224	10	28	96	115	68	52	4	5186
	'50	17	6	23	166	65	459	198	37	487	31	43	312	24	87	8	268	297	31	35	106	199	185	77	11	6394
	'49	39	2	22	343	60	637	83	14	522	82	88	351	35	79	18	192	338	60	23	180	138	136	111	8	7770
	'48	106	20	86	727	127	1680	256	35	1559	250	264	1107	127	181	69	611	1185	103	61	385	272	357	332	27	21549
	'47	64	11	39	685	36	998	278	29	977	105	141	486	40	170	23	357	560	21	27	353	168	280	101	25	12584
	'46	4	1	5	28	5	72	79	5	33	39	8	142	13	44	4	47	28	2	5	57	15	25	15	2	1316
	'45-'42	3		1	24		49	5	1	71	3	9	23	6	10		11	9	1	1	8	2	2	2		416

(Continued on Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 64)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
	'41	9	3	1	32	2	24	2	2	55	8		16	15	1	4	4	3	3		17	13	3	3	5	
	'40	1	1	1	7	2	2	3	1	26	7	2	11	11	1	4	9	4	2	4	7	12	3	4	2	
	'39			1	15	1	14	1	2	12	1	1	10	6	9	2	6	2	2	1	9	5	10		6	
	'38																									
	Year Not Given	4	1	3	45	2	1	3	2	38	13		7	18		2	7	10	2	2	5	7	5	7	7	1
DeSoto	**July 1, Total**	**6461**	**4346**	**4282**	**105990**	**7356**	**14445**	**1659**	**3801**	**16632**	**8931**	**3802**	**55386**	**24114**	**12262**	**9370**	**8097**	**8044**	**4078**	**10939**	**28436**	**36861**	**16775**	**3686**	**18090**	**2843**
	'52	334	163	267	4638	312	568	95	231	696	496	219	3622	1481	795	489	348	703	275	810	1558	2845	1072	263	1037	184
	'51	791	334	650	9254	673	1379	195	490	1792	1082	364	7894	2766	1576	1102	856	1173	455	1906	3376	5136	2108	554	2098	358
	'50	1022	476	965	11703	1093	1744	277	658	2452	1477	535	9158	3622	2172	1540	1160	1623	546	1707	4211	6413	2923	775	3146	471
	'49	840	512	593	11474	887	1595	229	548	2115	1064	539	7616	3071	1618	1221	991	949	451	1621	3566	5141	1868	443	2248	406
	'48	661	473	332	9119	619	1182	164	382	1679	1057	382	5729	2085	1151	870	694	792	410	1230	2654	3811	1280	406	1521	280
	'47	459	455	259	9058	588	1077	134	373	1645	796	298	4600	1947	1033	755	620	556	389	816	2392	3167	1146	248	1325	237
	'46	460	328	230	7027	480	964	96	247	1297	635	243	3453	1509	781	574	548	428	266	554	1970	2284	1000	186	996	191
	'45-'42	184	166	105	3206	198	288	37	93	440	242	95	946	550	244	256	211	210	86	174	611	628	343	89	393	49
	'41	626	513	269	13436	805	1560	127	320	1772	764	382	4221	2413	960	847	785	595	333	630	2769	2781	1436	245	1611	211
	'40	425	262	205	7253	461	1144	96	196	1001	437	237	2940	1556	591	512	595	372	261	505	1688	1692	983	191	1122	150
	'39	292	249	156	5424	364	877	65	131	605	318	146	1769	1059	441	366	458	218	188	334	1385	975	774	115	948	90
	'38	134	132	72	3311	215	533	34	34	331	164	93	941	509	226	247	186	122	105	181	684	463	529	58	461	41
	'37	135	149	108	5275	368	875	56	49	437	172	155	1528	951	372	335	374	130	209	260	1095	895	822	58	688	82
	'36	38	63	18	2900	132	298	17	17	168	56	50	464	271	148	133	109	40	39	73	268	246	260	19	219	61
	'35	18	18	17	1172	56	124	7	10	49	20	22	152	116	63	43	48	17	20	40	90	74	101	8	84	12
	'34	3	5	8	218	9	22	3	1	11	4	9	25	27	8	9	14	8	11	7	18	9	16	1	17	7
	Prior to '34	25	22	20	1467	87	207	8	4	51	83	29	235	173	80	55	78	48	33	39	91	127	104	14	155	13
	Year Not Given	14	26	8	55	9	8	19	17	91	64	4	93	8	3	16	22	60	1	52	10	174	10	13	21	
Dodge	**July 1, Total**	**25020**	**11808**	**14694**	**232345**	**25259**	**41815**	**5473**	**13945**	**51895**	**34195**	**10356**	**153500**	**67214**	**45730**	**33050**	**31320**	**28532**	**12909**	**35257**	**79743**	**113569**	**49397**	**13558**	**53285**	**9437**
	'52	1477	385	886	9097	1093	1849	297	1074	2724	2579	538	10377	3785	2462	1911	1779	1673	733	2537	4226	8636	2722	908	2994	586
	'51	2690	954	1775	19135	2080	4154	713	1733	5439	4086	1103	19113	6611	5069	3512	2994	2761	1210	6084	7363	14282	5348	1731	4798	1129
	'50	3728	1357	2412	20592	3397	4693	1053	2224	7353	5290	1204	23418	8974	6967	4870	3593	4240	1542	5631	9656	16357	7554	2198	7452	1326
	'49	3025	1216	1756	20887	2423	4176	639	1769	6364	4136	1327	19479	8082	6289	3904	3398	3808	1301	4244	8569	13249	5608	1797	6284	1207
	'48	2021	844	1257	16912	1889	3176	519	1436	4294	3101	786	14384	5658	3590	2623	2186	2938	1155	3485	6944	9766	3741	1317	4325	812
	'47	1890	970	1001	18090	2035	3427	499	1548	4804	2844	858	14639	6254	3641	2676	2461	2450	1142	2940	6950	10479	3868	1050	4286	842
	'46	1401	652	770	12955	1404	2388	316	878	3237	2055	632	9526	4136	2357	1787	1807	1548	782	1628	4534	6782	2700	740	2953	550
	'45-'42	808	398	523	6103	681	846	124	263	1430	917	307	2850	1524	922	802	828	1062	287	338	1875	2386	924	394	1138	213
	'41	2246	1152	1029	21937	2432	3365	288	952	4658	2442	856	9900	5335	3200	2240	2452	2085	992	2002	6955	8729	2845	893	3915	652
	'40	1859	897	926	16289	2113	2677	237	629	3375	2063	635	8757	4437	2679	1987	2295	1701	838	1729	5665	7136	2881	776	3858	512
	'39	1403	712	730	15282	1368	2469	210	471	2582	1536	505	6330	3096	2341	1487	1894	1317	710	1210	5097	4672	2480	564	3344	384
	'38	594	361	315	8189	644	1410	108	199	1190	631	249	2732	1509	1109	849	1039	646	416	652	2392	1557	1395	300	1392	209
	'37	922	787	595	17322	1570	3520	216	330	2043	1141	540	5756	3647	2074	1925	2170	880	793	1157	5081	4645	2963	358	2786	377
	'36	537	630	396	15199	1177	2062	142	239	1315	685	434	3691	2364	1494	1088	1312	630	507	819	2833	2829	1800	243	1921	365
	'35	158	248	158	7901	431	713	37	58	416	213	203	1103	1044	673	528	535	221	187	325	775	725	750	109	757	150
	'34	62	69	38	2119	117	301	21	33	175	93	61	323	240	194	134	191	98	86	97	386	229	174	49	265	47
	Prior to '34	169	124	99	4226	383	562	29	47	216	121	99	807	496	648	659	347	227	182	205	407	625	630	86	765	72
	Year Not Given	30	52	28	110	22	27	25	62	280	262	19	315	22	21	68	39	247	46	174	35	485	14	45	52	4
Ford	**July 1, Total**	**122094**	**39868**	**73955**	**669581**	**80018**	**83208**	**15087**	**23300**	**151872**	**188498**	**32678**	**364771**	**197456**	**181502**	**135594**	**116712**	**123075**	**33581**	**79049**	**170703**	**429096**	**200589**	**81427**	**186367**	**28372**
	'52	3953	1146	1914	24487	3290	2897	765	1830	4767	6373	1212	23357	9772	6305	4327	3862	4305	1687	6367	8342	27716	6960	2613	7357	1548
	'51	14163	4529	8061	67670	8416	10963	2977	4660	20339	20805	3916	56214	27234	19543	15455	13237	15254	3886	15877	22502	74778	22572	8947	22131	4143
	'50	18313	5782	10220	90699	10998	12783	3209	5320	24718	24603	4624	70422	33241	26962	19497	16812	19575	4373	18984	27323	82209	27052	11331	30773	4670
	'49	16308	5621	8920	82949	10746	11310	2310	4407	22725	22881	4716	63450	31058	26644	18326	15681	18148	4054	11135	23689	69048	24269	10222	26719	4430
	'48	4618	1165	2451	19306	2605	2239	497	868	5508	6939	1056	12058	6243	5647	4208	3567	5119	1014	5174	5645	12588	5253	3132	5933	934
	'47	6693	1986	3818	37560	4406	3620	759	1228	8500	10651	1972	19415	10919	8368	7019	6110	7233	1710	4604	9236	22227	8110	4318	9509	1521
	'46	8723	2254	5150	27964	4958	4144	804	1129	9003	13925	1785	19459	10235	9597	7510	6590	9127	2042	2152	10343	21194	10407	6515	9712	1748
	'45-'42	2996	918	2134	11083	1742	1253	307	275	3721	4508	590	5858	3305	3275	2500	2577	2977	670	478	2778	6625	3543	2404	3372	550
	'41	12955	3272	7856	51064	6652	6154	706	1048	13026	18882	2649	21657	13984	14312	11476	10253	11312	2640	2728	13348	28287	16017	8982	14382	2269
	'40	9237	2271	5462	36835	5030	4617	441	610	9398	17881	1968	15858	10749	11693	8099	7490	7678	2166	2114	10657	18763	12049	6149	10758	1372
	'39	5493	1536	3452	27216	3762	3324	370	418	5838	9391	1402	11088	7104	8807	5691	5494	5322	1521	1850	7596	12796	9209	3822	7657	878
	'38	1869	963	1478	18264	2080	2284	254	246	3043	3222	762	5584	4072	5292	3262	2619	2469	960	938	4800	4947	6786	1509	4263	479
	'37	3168	1739	2179	28756	3405	4743	525	318	4984	4968	1347	9799	7550	6926	5383	4803	2898	1466	1606	7949	12858	10927	2206	7021	818
	'36	3969	1697	2815	32176	3234	4035	331	288	4770	6181	1305	7151	5312	5374	4409	4452	2706	1501	1157	6875	9418	7787	2390	6059	833
	'35	1770	963	1383	23034	1681	2483	229	206	2277	2793	655	4051	3716	3980	3024	2440	1298	822	930	3454	4460	5503	1253	4034	462
	'34	984	553	806	12323	1036	1204	117	59	1438	2147	356	1675	1376	1467	1642	1259	916	501	319	1615	2152	1987	804	2159	258
	Prior to '34	6779	3247	5756	77927	5900	5062	479	242	6864	10550	2308	16924	11377	17208	13589	9308	5698	2558	2238	4408	16400	21970	4524	14274	1454
	Year Not Given	103	226	100	268	77	93	7	148	953	1798	55	751	209	102	177	158	1040	10	398	143	2630	188	306	254	5
Frazer	**July 1, Total**	**1391**	**732**	**923**	**11141**	**1512**	**1204**	**318**	**424**	**2869**	**1495**	**1091**	**11921**	**4966**	**4594**	**3046**	**1643**	**1782**	**553**	**1485**	**2302**	**8870**	**3748**	**821**	**3117**	**773**
	'51	73	29	34	474	63	122	25	14	155	114	28	895	282	208	179	39	101	35	9	148	514	418	35	191	30
	'50	13	6	13	203	19	15	4	16	46	18	18	148	70	47	55	29	16	15	153	41	101	48	15	59	17
	'49	234	100	190	1177	206	121	47	61	466	238	211	1965	826	879	515	263	372	111	209	255	1436	756	171	516	129
	'48	435	242	326	3217	541	334	114	137	854	439	380	4463	1809	2152	1147	548	625	120	568	637	3096	1325	307	1242	293
	'47	618	332	334	5689	669	608	122	193	1292	651	443	4342	1929	1262	1128	713	606	262	540	1203	3590	1161	282	1069	302
	Year Not Given	18	23	26	381	14	4	6	3	56	35	11	108	50	46	22	51	62	10	6	18	133	40	11	40	2
Henry J	**July 1, Total**	**1005**	**391**	**709**	**3120**	**497**	**1798**	**14**	**590**	**2742**	**1996**	**226**	**3998**	**2242**	**618**	**1154**	**488**	**1075**	**590**	**1968**	**2114**	**4970**	**1258**	**833**	**1325**	**189**
	'52	198	103	102	489	61	290		130	301	309	44	666	297	100	188	111	206	144	601	565	692	154	95	227	32
	'51	777	278	590	2582	422	1498	14	458	2376	1637	178	3277	1883	472	960	375	843	434	1361	1524	4215	1086	702	1082	157
	Year Not Given	30	10	17	49	14	10		2	65	50	4	55	62	46	6	2	26	12	6	25	63	18	36	16	
Hudson	**July 1, Total**	**8593**	**5248**	**4440**	**89319**	**12030**	**12874**	**1756**	**4247**	**19435**	**10712**	**5463**	**68844**	**29784**	**16562**	**14665**	**9516**	**8320**	**5509**	**11276**	**24865**	**55399**	**19426**	**3950**	**16013**	**4809**
	'52	294	145	102	3377	493	428	98	176	439	314	301	3625	896	287	507	260	198	204	861	680	1794	415	127	349	267
	'51	949	631	622	9190	1677	1835	311	652	2209	1449	839	12575	4073	1842	2098	1020	883	541	2041	2854	7616	2325	530	1598	941
	'50	813	663	533	12447	1807	1270	223	737	2534	1354	644	12481	4159	2026	1761	1106	994	545	1855	2899	7490	3262	385	1663	690
	'49	1402	913	991	12820	2885	1706	276	885	3439	2047	899	12933	5489	3171	2774	1754	2150	823	2032	3101	7836	3879	853	3643	927
	'48	1088	528	583	10094	913	1407	210	527	2300	1347	474	6622	3168	1765	1579	1089	1065	572	1464	2775	7189	2038	555	1940	405
	'47	896	421	439	7492	678	1041	141	321	1565	1034	389	4887	2356	1348	1036	881	699	433	903	2277	5467	1330	405	1550	288
	'46	896	441	340	7355	527	1054	135	304	1708	950	389	4621	2389	1366	1034	885	594	471	648	2240	5141	1321	321	1408	313
	'45-'42	386	210	116	3099	334	342	45	76	606	325	251	1456	777	631	499	329	225	205	34	765	1552	460	143	471	124
	'41	695	417	255	8341	566	1080	93	182	1393	609	332	3325	2049	1200	875	648	414	455	294	2212	4074	1000	195	1040	227
	'40	471	248	175	5316	569	841	76	139	1111	419	288	2837	1808	1077	642	546	410	325	298	1600	2634	887	167	900	214
	'39	195	145	82	2706	320	404	30	64	614	220	133	1077	618	455	374	253	187	223	229	934	1106	838	67	403	74
	'38	91	85	31	1515	219	244	25	39	322	121	114	479	336	275	326	162	133	118	94	511	473	320	43	203	49
	'37	220	172	80	2315	501	588	41	55	548	255	207	887	782	465	572	312	147	263	230	1015	1521	581	75	406	98
	'36	115	100	46	1490	283	264	15	35	322	100	120	502	495	281	272	134	76	128	130	529	667	362	42	216	107
	'35	30	45	13	762	115	119	8	12	77	34	43	149	188	144	133	54	26	52	54	180	178	140	11	88	57
	'34	13	26	9	299	44	82	4	10	52	14	11	59	57	75	52	26	11	41	10	118	88	67	5	34	11
	Prior to '34	28	28	18	648	89	154	8	10	77	31	19	186	135	138	114	50	26	109	45	163	215	194	10	84	16
	Year Not Given	11	30	5	53	10	15	17	23	119	89	10	143	9	16	17	7	82	1	54	12	358	7	16	17	1

(Continued on Page 68)

by Makes, States and Model Years

(Continued from Page 65)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
	'41	1	1	4	18		41	6	1	29	5	5	17	5	5	1	6	11	1	2	9	4	6	7	1	411
	'40	3		2	9		10	1	1	14	1	1					4	18	2		4	2	2			201
	'39				5	1	21	1	1	14	6		6	1	1		3	10	1			1		2		190
	'38																									
	Year Not Given	2		7	12	1	12	5		13	1	1	5		3	1	16	10	2		4	4		2	2	295
DeSoto	**July 1, Total**	**5243**	**1566**	**2360**	**33604**	**2599**	**91789**	**11157**	**2859**	**57188**	**8849**	**12436**	**67832**	**4846**	**5439**	**2970**	**9246**	**27046**	**4935**	**1674**	**11988**	**18475**	**6464**	**19507**	**1850**	**828608**
	'52	285	82	87	1820	169	6342	775	160	2548	517	469	3845	271	387	206	530	1874	232	85	558	441	263	1285	115	46847
	'51	733	144	224	3698	315	11486	1491	463	6076	1277	1165	7816	531	776	416	1278	3760	442	173	1527	1515	316	2103	190	96277
	'50	877	212	257	4751	473	15076	2008	609	8047	1498	1519	10253	769	999	585	1682	5135	637	215	1822	2329	825	2857	328	125632
	'49	600	188	250	4288	309	11366	1494	421	7266	1025	1426	8566	590	684	369	1099	3499	600	197	1486	2115	782	2546	247	103019
	'48	491	138	263	2910	279	8949	991	326	5328	827	1009	6027	401	482	346	804	2661	444	158	1184	1597	603	1785	191	77157
	'47	436	145	203	2796	233	8057	845	168	5112	702	1066	5593	391	393	242	697	2320	393	139	1054	1503	559	1661	148	69229
	'46	362	91	174	2179	164	5912	787	147	4017	522	822	4336	275	340	168	537	1838	353	110	861	1274	494	1223	111	53844
	'45-'42	108	39	53	644	83	1404	261	64	1367	248	296	1195	97	158	47	236	788	153	41	207	522	161	349	41	18406
	'41	404	193	220	3112	212	6675	911	167	5785	721	1521	6133	417	461	169	812	2022	547	162	1073	2557	729	1782	156	77352
	'40	258	84	193	2315	121	5024	571	98	4006	514	931	4528	321	260	124	548	1193	330	102	811	1304	525	1305	100	50441
	'39	224	80	142	1785	81	3951	383	70	2560	306	635	3127	232	203	94	357	751	264	88	535	961	355	828	66	35825
	'38	98	31	87	970	54	2267	179	45	1256	212	367	1971	95	93	48	188	407	126	59	292	523	212	422	41	19849
	'37	207	66	108	1491	65	3356	262	75	2379	287	618	2844	287	126	84	278	454	228	84	348	962	412	821	61	31481
	'36	57	34	34	399	15	988	107	19	728	102	276	794	80	38	25	65	123	95	30	134	424	141	265	23	11103
	'35	34	10	11	157	8	342	38	11	235	39	124	282	27	12	18	20	56	38	10	43	152	30	127	18	4223
	'34	7	3	5	32	2	69	12	3	42	10	31	50	8	2	2	7	6	12	4	4	38	4	6	5	834
	Prior to '34	51	25	38	198	10	467	39	12	394	32	155	422	50	24	12	41	99	33	17	44	235	51	121	9	5827
	Year Not Given	11	1	11	59	6	58	3	1	42	10	6	50	4	1	15	67	60	8		5	23	2	21		1262
Dodge	**July 1, Total**	**19537**	**3367**	**8288**	**101836**	**8591**	**256264**	**38125**	**7655**	**159705**	**28461**	**30434**	**180135**	**14967**	**19603**	**10593**	**34190**	**111035**	**11122**	**5404**	**39422**	**45459**	**23913**	**55947**	**5286**	**2411645**
	'52	954	200	319	5249	516	15394	2360	444	8168	1479	694	10484	784	1235	580	1452	6343	432	385	2018	833	1115	3611	261	132638
	'51	2189	334	892	10700	920	28408	4232	958	16853	2979	2530	19877	1455	2423	1173	3724	12223	961	492	4617	3630	1571	6257	544	255809
	'50	2838	359	994	13332	1213	35483	5734	1144	21568	3923	3246	24122	1923	3004	1477	5126	18371	1262	581	5220	5039	2903	7353	775	324071
	'49	2533	293	911	11073	1155	29751	4925	1117	18349	3216	3195	20572	1659	2484	1396	4146	15974	1228	623	4681	4955	2798	6557	734	279262
	'48	1470	299	794	8791	698	21842	2924	724	13278	2320	2233	15067	1121	1553	1043	2725	9535	966	451	3389	3418	1860	4295	437	200392
	'47	1555	290	731	9427	773	23534	3339	563	14818	2235	2304	16137	1141	1497	1021	2703	10374	967	457	3563	3428	2060	4452	409	209422
	'46	1055	186	461	6436	572	14850	2334	436	9995	1529	1721	10999	859	1072	620	1839	6636	681	321	2425	2598	1553	3232	287	141215
	'45-'42	456	89	169	1985	223	4760	1025	214	3508	773	1086	3349	326	568	231	1005	3149	348	103	754	1495	621	1004	132	55316
	'41	1278	318	575	7814	686	18228	2996	496	13511	2295	3115	13498	1161	1505	666	2874	8406	933	382	3515	4880	1985	3825	371	188865
	'40	1175	224	544	6538	492	14547	2528	384	11135	1946	2114	11294	988	1172	624	2346	6868	841	347	2617	3316	1876	3484	321	154672
	'39	953	198	500	5472	380	13515	2017	300	7214	1619	1739	8225	995	977	488	1837	4841	615	310	1989	2844	1262	2877	276	123637
	'38	436	77	246	3119	189	7545	841	166	3438	824	867	4670	432	403	246	891	2006	265	192	1072	1355	715	1443	104	61629
	'37	976	209	518	6148	370	14021	1410	274	8427	1387	2356	10851	1023	813	392	1640	3007	698	336	1538	3193	1612	3650	261	128708
	'36	786	140	330	3518	210	8525	813	194	5683	970	1831	6506	663	490	311	1030	1718	538	235	1103	2320	1158	2211	194	86189
	'35	359	75	138	1045	96	2731	317	100	1796	501	664	2068	213	199	129	295	646	201	91	493	1004	363	887	77	32906
	'34	94	23	54	396	28	1139	128	22	685	145	242	803	88	73	33	111	217	67	30	145	407	192	209	27	10960
	Prior to '34	393	51	94	700	58	1879	191	109	1165	293	467	1380	124	122	128	227	491	96	68	250	699	269	547	72	22104
	Year Not Given	37	2	18	93	12	112	11	10	114	27	30	233	12	13	35	219	230	23		33	45		53	4	3850
Ford	**July 1, Total**	**108597**	**9545**	**22531**	**171186**	**32574**	**406101**	**217172**	**45230**	**384704**	**149650**	**85086**	**363095**	**34347**	**140060**	**46328**	**135903**	**482421**	**35537**	**13755**	**144010**	**121371**	**68527**	**166869**	**18207**	**7211259**
	'52	4203	370	844	9758	1279	19709	5821	1303	14821	4861	2982	19417	1385	3119	1483	2843	17145	1440	576	6118	2229	1750	7118	828	298554
	'51	10080	1164	2342	29160	4123	65536	23655	4901	57613	14988	10229	59987	4710	12347	4596	16010	62163	4294	1589	17697	13445	5384	19438	2122	935845
	'50	13204	1293	3169	32945	5056	75712	31958	5548	69983	19660	12009	69895	5889	16491	5564	20499	79577	5330	1802	23781	17672	10432	24660	2473	1159095
	'49	12890	1227	2768	26315	4922	65370	30188	5558	61276	14638	11031	56404	4757	16979	5803	19717	69625	5136	1814	19106	18031	9252	22429	2542	1027544
	'48	3930	253	907	4880	1164	12781	7591	1362	11797	7644	2810	10316	862	4269	1669	4885	19338	1140	428	8599	4365	2304	4378	539	241978
	'47	5775	482	1129	9043	1935	22475	13785	2341	21774	8718	4436	18970	1446	7683	2438	6920	28605	2012	714	10206	7195	4307	7273	1052	392206
	'46	5942	452	1269	8773	2098	21853	15283	2663	20192	8464	4240	19499	1867	9290	2985	9104	32185	1817	752	8598	6460	4149	8229	1114	403748
	'45-'42	1994	202	407	2747	987	5574	4491	1034	6427	3324	1887	5274	556	2546	951	3522	12889	758	219	2053	2757	1184	2628	465	135315
	'41	9037	736	1712	10380	2857	23688	21512	4232	27749	15032	6520	22484	2641	14055	4218	13669	46087	3170	1038	11028	9500	5682	12496	1499	566933
	'40	7373	509	1510	7109	1886	17034	18052	2737	18766	11326	4674	15749	2192	13037	3034	10272	33171	2178	870	8831	6750	4284	8744	1073	420506
	'39	5597	333	1141	5047	1222	12531	10232	1752	13306	8254	3186	10490	1756	7739	2248	6217	19388	1623	584	6068	4292	3178	7060	772	285053
	'38	3332	242	614	3274	595	8372	4306	1196	5926	4645	2049	6041	975	3267	1307	2392	9286	856	381	3066	2543	1516	5623	429	154678
	'37	4386	338	1018	5601	826	15124	5931	1601	15196	5741	4026	13147	1599	4925	2120	3797	11178	1360	548	4295	5370	3428	10676	687	261260
	'36	4044	406	1010	4698	885	13254	5925	1366	11687	5888	4092	10209	1357	6145	1626	4405	11063	1406	570	3415	5841	3051	6543	621	235732
	'35	2647	285	584	2755	448	8221	3283	1146	5825	3611	2092	5963	662	2934	1066	2100	5933	686	335	2642	2953	1666	4672	350	139760
	'34	1292	171	329	1266	264	3714	1878	439	2809	1788	1060	3092	300	1983	385	1190	3384	338	170	1218	1374	1008	1931	189	70725
	Prior to '34	12594	1077	1692	7271	1982	14978	13216	6004	19248	10865	7658	15571	1363	13109	4765	7581	20107	1873	1365	7200	10366	5943	12765	1431	467068
	Year Not Given	277	5	86	164	45	175	65	47	309	203	105	587	30	142	70	780	1297	120		89	228	9	206	21	15259
Frazer	**July 1, Total**	**1659**	**213**	**311**	**4012**	**676**	**10191**	**2127**	**797**	**8557**	**1575**	**2167**	**7675**	**506**	**680**	**1267**	**1351**	**5579**	**851**	**272**	**2153**	**2735**	**1307**	**3623**	**430**	**133435**
	'51	36	6	7	335	28	990	110	30	645	19	162	881	39	35	54	47	251	61	10	30	186	88	288	27	8580
	'50	18	1	23	29	16	114	20	9	115	75	24	120	13	4	14	10	71	17	8	104	36	22	38	4	2090
	'49	262	28	46	429	115	1324	365	186	1461	201	263	1471	69	128	298	239	985	148	52	283	426	196	773	71	21273
	'48	626	66	88	1241	250	3075	657	243	2814	620	713	2153	143	167	399	433	1999	280	77	723	820	437	1300	153	44828
	'47	698	109	142	1921	260	4571	970	319	3416	635	965	3043	231	339	490	548	2162	328	117	971	1226	562	1190	172	54725
	Year Not Given	19	3	5	57	7	117	5	10	106	25	40	7	11	7	12	74	111	17	8	42	41	2	34	3	1939
Henry J	**July 1, Total**	**443**	**54**	**316**	**4059**	**231**	**7613**	**2573**	**15**	**5223**	**517**	**860**	**7006**	**444**	**1304**	**319**	**885**	**2315**	**196**	**242**	**2049**	**892**	**643**	**1077**	**65**	**75251**
	'52	74	5	66	589	21	1157	284	7	798	45	134	1113	74	245	29	119	346	25	36	372	70	70	147	7	11938
	'51	359	49	232	3433	208	6407	2275	6	4366	418	719	5892	363	1052	283	752	1935	167	205	1456	808	570	888	56	62080
	Year Not Given	10		18	37	2	49	14	2	59	54	7	1	7	7	7	14	34	4	1	221	14	3	42	2	1233
Hudson	**July 1, Total**	**6248**	**1311**	**3417**	**30479**	**3192**	**69031**	**12739**	**2597**	**56030**	**8926**	**12199**	**56803**	**4615**	**7281**	**3556**	**9930**	**30397**	**6411**	**1994**	**13563**	**17692**	**7158**	**21947**	**2550**	**853121**
	'52	217	67	108	1381	154	2786	357	78	1739	271	561	2384	143	228	130	233	984	232	40	658	221	160	740	118	30627
	'51	1044	201	413	4892	506	9763	1653	543	7524	938	1682	8627	517	940	636	1301	4002	1103	200	1798	1955	529	3158	407	115633
	'50	678	187	436	4151	463	9889	1471	337	7147	1153	1305	7330	499	750	579	1185	4154	884	200	1950	1624	704	2976	322	114715
	'49	1001	195	436	4846	690	10933	2172	605	9381	1442	1653	8873	608	1187	834	2059	6254	1350	323	2563	2157	1135	3736	598	144659
	'48	784	162	342	3771	368	8591	1620	308	6583	1286	1189	6547	574	740	357	1390	4596	574	182	1800	1785	824	2193	217	98480
	'47	517	86	272	2527	264	5911	1167	150	4592	810	895	4933	424	714	218	927	2957	343	144	1202	1602	751	1625	168	71476
	'46	473	90	239	2151	217	5616	1155	152	4752	732	971	4885	435	701	243	875	2515	376	165	1135	1530	673	1617	136	68685
	'45-'42	223	42	97	655	80	1498	493	46	1540	321	397	1241	135	291	72	293	807	281	49	232	718	221	628	81	23902
	'41	361	84	285	2069	149	3813	851	75	4010	529	1083	3441	394	562	95	564	1295	407	149	723	1871	692	1605	141	57219
	'40	287	61	261	1541	107	3257	731	81	3423	474	656	2986	291	466	124	411	1083	263	134	607	1190	527	1305	102	44366
	'39	126	27	139	720	52	1818	338	41	1152	270	300	1346	182	184	57	165	426	150	98	277	575	205	549	57	21005
	'38	110	17	64	395	22	1096	146	43	616	158	280	874	79	108	33	87	318	83	45	125	444	133	348	35	11987
	'37	180	40	146	695	57	1991	301	73	1924	253	556	1847	154	215	55	212	487	179	116	216	1003	303	678	68	24085
	'36	96	30	62	282	27	1018	146	29	873	146	354	770	95	107	46	93	240	104	69	149	538	173	352	48	12678
	'35	45	5	31	94	15	356	61	13	319	60	145	250	29	35	37	35	96	30	33	58	219	50	153	21	4902
	'34	36	6	22	51	6	217	33	5	120	36	67	137	11	22	16	8	32	12	19	33	82	38	74	16	2317
	Prior to '34	59	9	42	163	8	454	44	14	304	40	88	280	39	23	21	28	83	24	27	33	149	39	186	14	4766
	Year Not Given	11	2	22	95	7	24		4	31	7	17	52	6	8	3	64	68	16	1	4	29	1	24	1	1619

(Continued on Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 66)

	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Kaiser July 1, Total	**3899**	**1575**	**2851**	**24689**	**2956**	**4512**	**1185**	**1203**	**7900**	**4316**	**2233**	**30329**	**13014**	**10470**	**6726**	**4563**	**5374**	**1754**	**4654**	**7768**	**26564**	**11132**	**2362**	**8227**	**1798**
'52	136	50	57	1360	86	202	101	58	222	182	124	1076	383	189	213	99	161	89	309	322	1125	315	65	123	58
'51	1206	466	911	7336	778	1818	476	320	2557	1481	734	9905	4057	3282	2164	1468	1692	510	775	2477	9636	3771	739	2281	483
'50	127	60	142	1548	122	197	81	101	421	133	88	1297	651	544	304	243	237	118	1025	404	837	750	121	407	65
'49	747	279	699	3838	571	681	144	240	1510	812	428	5910	2711	2435	1292	810	1297	423	750	1309	4601	2547	461	1792	395
'48	904	380	635	5164	783	807	242	277	1675	831	519	8117	3287	2923	1784	1093	1154	262	1248	1641	5998	2479	556	2401	422
'47	737	325	377	5293	602	792	135	199	1379	810	322	3827	1872	1043	951	804	735	349	525	1593	4160	1246	387	1170	373
Year Not Given	42	15	30	150	14	15	6	8	136	67	18	197	53	54	18	46	98	3	22	22	207	24	33	53	2
LaSalle July 1, Total	**365**	**367**	**118**	**10224**	**594**	**1785**	**247**	**403**	**1599**	**661**	**107**	**2453**	**1017**	**485**	**303**	**542**	**324**	**424**	**724**	**2750**	**1594**	**833**	**152**	**864**	**145**
'40	109	93	44	2406	190	494	81	128	517	254	27	997	347	127	89	190	90	122	184	779	576	268	50	296	43
'39	97	94	29	2361	148	420	74	95	434	176	27	581	227	133	75	134	75	107	234	661	403	217	36	204	26
'38	60	39	13	1334	56	250	27	59	192	74	12	256	111	76	41	55	43	50	111	395	172	92	17	106	19
'37	67	89	23	2375	122	386	50	60	274	87	23	399	213	93	71	118	53	81	131	642	273	166	32	149	31
'36	15	28	5	778	49	89	7	23	74	27	5	113	60	31	18	17	8	27	31	133	58	39	5	43	11
'35	2	7	2	406	12	51	5	17	25	7	5	34	18	12	8	10	8	16	13	54	27	22	5	24	7
'34	1	3	1	96	5	24	2	7	11	3	3	8	5	5		4	2	6	7	21	8	3	1	7	1
Prior to '34	3	7	1	328	9	67		9	6	4	1	32	16	6	1	7	36	9	11	52	27	19	2	20	7
Year Not Given	11	7		140	3	4	1	5	66	29	4	33	20	2		7	9	6	2	13	50	7	4	15	
Lincoln July 1, Total	**2401**	**1457**	**1098**	**30416**	**2917**	**3572**	**586**	**1353**	**8511**	**3723**	**1153**	**13691**	**5003**	**2980**	**2718**	**1919**	**2884**	**943**	**2685**	**6622**	**10633**	**3644**	**1459**	**4000**	**950**
'52	157	51	42	1111	167	134	34	54	308	164	62	822	209	150	118	70	117	73	185	283	957	200	71	140	53
'51	342	140	158	2797	362	458	101	204	1050	552	175	2161	788	425	392	196	282	105	576	790	1915	471	199	519	149
'50	373	120	126	3085	358	358	86	228	1101	568	138	1890	709	419	352	180	334	120	626	662	1621	424	186	615	132
'49	757	356	354	7034	906	892	171	435	2596	1214	352	4671	1719	959	917	659	923	206	534	1668	2949	1031	469	1241	276
'48	75	47	41	1310	64	140	10	50	349	137	28	495	150	85	71	49	101	26	248	229	285	98	50	121	24
'47	159	113	98	2676	166	304	35	101	759	234	85	1154	385	182	170	130	248	78	201	623	745	224	104	300	41
'46	95	73	56	1471	142	225	28	76	500	179	43	733	260	152	118	134	187	56	59	457	551	195	74	243	35
'45-'42	48	40	27	780	50	66	7	18	172	68	23	207	74	47	29	38	102	19	19	155	184	96	34	65	11
'41	112	114	57	2487	186	321	22	71	490	203	60	480	213	157	179	131	203	69	79	556	391	217	103	239	39
'40	106	112	50	2379	179	240	27	58	474	143	61	410	183	151	163	131	142	51	43	408	341	213	62	196	47
'39	82	108	29	1905	150	158	26	22	268	102	57	290	139	102	82	99	120	46	43	313	281	157	45	139	52
'38	36	60	22	1292	61	81	18	14	163	49	33	131	68	46	40	44	43	31	17	167	150	104	15	64	28
'37	40	80	28	1230	71	125	7	7	150	56	23	128	86	72	65	32	37	40	28	212	160	147	30	66	40
'36	10	30	5	542	35	39	1	4	59	5	11	54	16	25	13	17	8	9	16	60	39	40	3	33	21
'35				58	2	8		2	3	2		3			1		2	2		4		6	1	5	1
'34			1	33	5	3	1		2	3		7	1		1	2		3		10	4	5		1	
Prior to '34	1	6	3	185	9	18		4	9	6	1	28	3	4	1	6	5	6	1	22	18	12	4	6	1
Year Not Given	8	7	1	41	4	2	12	5	58	38	1	27		4	6	1	30	3	10	3	42	4	9	7	
Mercury July 1, Total	**18572**	**7267**	**9461**	**135927**	**16542**	**18170**	**2299**	**5551**	**34856**	**28623**	**6405**	**81090**	**30981**	**25248**	**20759**	**13929**	**18977**	**5028**	**14580**	**32715**	**76535**	**28210**	**10657**	**30015**	**5802**
'52	821	415	376	8625	755	810	156	332	1394	1266	452	5560	1631	1311	886	706	771	336	1424	1762	4957	1589	525	1179	393
'51	3746	1392	2139	26121	3020	4114	528	1377	7591	6023	1368	19237	6967	5556	4670	2788	3588	1128	3674	6647	18505	5946	2294	6354	1290
'50	4210	1308	1836	26676	3212	3856	537	1451	8183	6009	1155	18454	6220	5631	4477	2377	3884	999	4893	6345	16857	5859	2073	7567	1073
'49	3588	1494	1769	25602	3569	3796	501	1382	7413	5494	1352	18232	7159	5798	4801	2963	4270	977	2078	7063	15016	5847	2011	6094	1232
'48	704	231	356	5056	620	567	72	198	1314	1014	190	3034	1338	727	667	657	787	138	1055	1243	2843	807	418	1045	183
'47	982	502	574	10339	1102	1130	160	226	1906	1694	373	4398	1833	1184	1133	809	1087	321	608	2549	4645	1484	641	1564	404
'46	1234	479	644	7461	1054	1080	96	180	1793	1955	386	3836	1726	1343	1052	940	1322	238	226	2122	3834	1654	733	1720	390
'45-'42	325	134	211	2041	296	211	32	58	556	552	119	878	415	355	276	266	418	76	49	414	996	464	249	427	82
'41	1426	546	726	9831	1136	981	90	119	2027	1973	488	2939	1554	1307	1191	1056	1267	283	189	1699	3495	1838	842	1694	353
'40	918	407	467	8318	1101	896	71	121	1507	1464	324	2605	1312	1134	929	813	868	306	185	1746	3116	1600	459	1405	248
'39	565	252	337	5481	642	708	45	88	916	921	186	1677	741	849	638	518	521	215	128	1074	1924	1074	332	849	152
Year Not Given	53	107	26	376	35	21	11	19	256	258	12	240	85	53	39	36	194	11	71	51	347	48	80	117	2
Nash July 1, Total	**8807**	**5324**	**5851**	**91622**	**11365**	**15860**	**1835**	**3808**	**19798**	**10820**	**5700**	**76877**	**30040**	**18829**	**15417**	**11245**	**9068**	**5097**	**13409**	**33395**	**51870**	**24584**	**5605**	**26629**	**4281**
'52	361	112	158	5835	472	597	79	177	712	470	261	5170	1367	780	596	610	390	226	1288	1805	3117	799	252	781	158
'51	1891	987	1332	16561	2004	2718	369	855	4159	2390	1275	16213	6812	4226	3719	2602	1665	846	2617	5639	12056	3947	1078	6001	650
'50	1612	770	1095	15361	2272	1877	301	701	3309	1658	1010	12671	6037	3656	2951	1813	1352	654	2293	4545	7556	4275	849	5552	639
'49	1170	730	814	9373	1372	1647	234	525	2569	1338	803	9425	4070	2452	2002	1306	1303	563	1709	3644	6098	3157	799	3368	656
'48	962	528	584	7468	978	1782	219	465	1904	1295	452	6944	2704	1453	1285	955	1097	533	1648	3688	6090	2133	630	2190	400
'47	885	485	526	7563	860	1625	186	377	1755	1127	453	5985	2325	1316	1185	928	939	452	1290	3257	5148	1989	573	1991	322
'46	808	471	501	7025	832	1425	161	302	1671	989	368	5664	1984	1153	1034	907	878	455	892	2806	4357	1831	525	1714	282
'45-'42	211	149	90	2285	235	356	34	34	457	265	109	2019	539	385	365	249	196	146	160	741	1000	666	160	482	126
'41	281	327	274	6214	625	1079	88	128	1081	442	340	4399	1516	983	807	596	380	296	530	2000	2485	1804	223	1423	264
'40	226	235	172	3745	491	714	48	95	760	282	204	3004	988	699	460	442	250	239	247	1394	1440	1258	163	1104	238
'39	138	151	118	2760	299	494	30	49	480	169	125	1757	577	490	252	285	133	184	241	1159	775	754	115	672	159
'38	72	70	66	1514	179	310	19	20	249	100	56	822	237	315	175	146	66	116	109	695	354	641	65	418	86
'37	97	156	69	2565	428	627	28	28	337	112	142	1725	520	482	294	244	144	202	143	1277	785	818	82	499	156
'36	47	88	27	1478	179	287	15	9	150	61	57	511	163	234	159	81	80	73	83	437	214	271	35	200	87
'35	13	12	1	850	43	67	4	10	34	6	13	111	68	30	16	18	21	21	34	105	44	56	10	63	24
'34	7	9	5	233	26	81	2	3	12	8	8	43	22	21	22	11	24	32	20	79	21	28	7	39	14
Prior to '34	13	16	15	721	65	164	8	10	41	16	15	201	88	132	76	37	35	57	39	114	115	141	18	101	20
Year Not Given	13	28	4	71	5	10	10	20	118	92	9	213	23	22	19	15	115	2	66	10	215	16	21	31	
Oldsmobile July 1, Total	**18352**	**11044**	**10733**	**225443**	**21821**	**40199**	**6738**	**11616**	**45533**	**28584**	**9282**	**134057**	**60852**	**35591**	**28550**	**27306**	**22436**	**12218**	**28473**	**90415**	**112093**	**41041**	**11056**	**44731**	**8785**
'52	1011	398	465	8599	962	1165	236	610	1432	1708	428	6993	2765	1611	1085	1062	1079	533	1874	3246	7319	1817	605	1529	502
'51	2835	1181	1598	22901	2417	4169	1018	1767	5814	4387	1188	17802	7279	4702	3605	3132	3206	1180	4999	8944	17263	5075	1836	4777	1296
'50	3690	1853	2080	33261	3855	6129	1464	2569	8530	6024	1608	26591	10589	6948	4873	4439	4671	1693	5949	13805	22211	7834	2262	7736	1658
'49	2385	1278	1331	25201	2541	4456	915	1853	6499	3674	1171	18421	7745	4811	3530	3263	3220	1372	4225	10097	13461	5204	1404	5421	1172
'48	1292	694	734	15016	1326	2679	446	1027	3401	1924	588	10800	5043	2458	2183	1878	1656	797	2217	6388	10051	2776	767	3364	607
'47	1312	641	826	15962	1638	3199	607	1036	3624	2071	666	11854	5337	2697	2303	2126	1645	863	2119	7654	10203	2954	749	3593	626
'46	816	507	462	9504	1023	1949	333	572	2238	1308	451	7344	2976	1594	1409	1481	1037	573	906	4647	5226	1824	452	2237	355
'45-'42	465	339	248	5563	551	1015	195	186	1125	624	222	2936	1444	733	703	689	616	347	303	2313	2164	939	286	1108	138
'41	1635	1244	1007	25673	2174	4485	476	852	4603	2401	919	11344	5787	2958	2874	2846	1972	1248	1725	10295	8658	3804	925	4637	808
'40	1105	753	688	17061	1443	3045	334	431	2807	1591	668	6590	4031	2094	1920	2201	1189	1048	1305	7254	5462	2478	690	3341	490
'39	641	511	396	10662	939	2047	208	204	1515	905	343	3105	2010	1343	1134	1246	699	650	763	4823	2629	1586	358	1942	312
'38	287	288	208	6757	581	1231	128	86	898	485	237	2022	1145	758	615	651	369	429	425	2428	1167	998	227	1145	188
'37	481	563	372	12984	1166	2177	177	194	1455	720	400	4086	2339	1402	1169	1216	473	692	651	4242	3199	1741	252	1858	344
'36	242	351	182	9451	727	1505	121	98	871	349	222	2695	1346	846	573	641	282	473	486	2850	1717	1094	118	1231	173
'35	99	155	78	5003	298	550	52	51	289	140	97	741	671	359	353	274	79	176	242	957	617	520	43	442	75
'34	20	212	21	992	92	180	11	14	89	36	39	195	158	90	90	64	35	58	54	261	188	124	13	155	25
Prior to '34	9	28	18	774	72	189	11	16	75	33	25	358	169	153	97	59	53	80	89	174	249	244	28	164	14
Year Not Given	27	48	19	79	16	29	6	50	268	204	10	180	18	34	34	38	155	6	141	37	309	29	41	51	[illegible]
Packard July 1, Total	**5052**	**3704**	**2855**	**74736**	**6599**	**15169**	**1666**	**3840**	**16817**	**8231**	**2564**	**43024**	**15407**	**9142**	**7226**	**6885**	**6076**	**3344**	**10620**	**22834**	**28650**	**13428**	**2888**	**12631**	**241[illegible]**
'52	344	173	127	2809	256	459	64	192	758	544	211	2257	852	448	406	358	511	135	659	690	2113	689	249	574	12[illegible]
'51	794	404	449	6691	891	1587	221	531	2295	1215	447	7267	2372	1454	1211	902	1001	317	1457	2166	4715	2241	511	1655	43[illegible]
'50	569	282	328	5167	720	1136	199	491	1745	900	315	5153	1989	1178	1096	762	703	236	1453	1552	2534	1935	311	1419	264
'49	682	359	527	6309	869	1220	191	532	2156	1078	354	6949	2616	1664	1209	1022	922	365	1742	2179	4386	1990	489	1967	42[illegible]
'48	477	474	344	8758	725	1455	195	567	1928	865	276	5737	2069	1326	875	754	657	459	1072	2382	4556	1394	330	1364	29[illegible]
'47	303	219	144	4491	380	751	105	275	937	497	145	2392	881	509	358	348	360	210	530	1360	2220	645	170	711	13[illegible]
'46	254	197	126	3443	295	600	80	227	737	374	85	1884	683	357	299	325	267	152	443	1115	1230	506	135	545	10[illegible]
'45-'42	243	206	101	3428	215	578	69	132	681	363	61	1371	458	256	204	264	259	118	218	1012	819	370	92	442	6[illegible]
'41	428	217	183	7668	551	1433	155	273	1519	646	170	2495	888	466	409	519	267	266	763	2389	1566	771	177	958	14[illegible]
'40	439	422	209	8033	674	1973	105	211	1519	708	187	3016	1051	517	474	635	407	309	701	2669	1794	971	177	1130	15[illegible]

Continued on Page 70

by Makes, States and Model Years

(Continued from Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Kaiser	July 1, Total	3975	385	1089	13204	1573	31096	6366	1881	25462	3317	6388	27657	1768	2192	2676	4005	14173	2117	850	6109	6563	3176	10535	808	369419
	'52	109	17	41	599	17	1210	199	31	842	39	1524	1308	52	97	73	41	364	104	49	297	134	69	316	8	14645
	'51	1162	107	240	5200	365	11175	2348	560	8861	489	1923	10721	644	704	722	1119	4716	709	270	1179	2673	874	3601	178	121863
	'50	115	10	203	430	78	1415	289	94	1278	435	176	1574	79	63	142	160	593	76	72	1045	339	165	497	43	19394
	'49	784	48	195	1830	357	6108	1100	536	4956	513	843	5575	322	379	610	859	2456	478	178	980	1106	677	2285	198	70055
	'48	1145	106	188	3080	403	6477	1354	399	5625	1095	1119	4874	348	472	709	1047	3417	439	159	1515	1210	822	2551	225	84361
	'47	634	94	203	1978	340	4614	1063	255	3764	702	768	3595	317	468	405	731	2464	293	122	1020	1046	566	1225	146	56819
	Year Not Given	26	3	19	87	13	97	13	6	136	44	35	10	6	9	15	48	163	18		73	55	3	60	10	2282
LaSalle	July 1, Total	163	140	221	3417	143	7388	682	32	2885	517	698	3635	490	299	97	418	1262	209	183	536	979	413	776	80	54743
	'40	35	40	53	1089	50	2291	211	6	1031	142	172	1271	145	100	33	143	473	61	48	169	268	127	263	25	16747
	'39	41	36	61	839	40	1919	200	6	710	154	184	798	121	85	29	126	317	50	37	153	222	115	174	17	13502
	'38	28	19	33	444	15	938	97	4	333	66	77	393	71	45	9	38	166	34	22	72	132	50	91	14	6851
	'37	35	26	45	680	21	1518	131	9	565	90	159	840	91	44	19	67	177	41	47	97	222	87	161	12	11192
	'36	12	11	12	158	5	320	26	1	127	36	61	156	35	16	4	12	53	9	13	26	61	19	38	6	2911
	'35	4	2	7	67	5	143	12	3	55	13	13	73	11	2	3	15	20	5	4	16	27	10	20	3	1330
	'34	3	2	2	24	1	53			17	4	6	12	2	2			3	1	2		15	3	6	1	393
	Prior to '34	2	2	3	92	5	158	4	3	30	8	14	70	13	2		4	12	3	10	2	22	2	14	1	1156
	Year Not Given	3	2	5	24	1	48	1		17	4	12	22	1	3		13	41	5		1	10		9	1	661
Lincoln	July 1, Total	1835	683	631	8812	1192	19442	3559	579	11866	3136	3091	13066	1223	1800	856	2231	11720	1235	326	3290	3477	1572	3702	616	217262
	'52	136	23	21	353	65	953	174	27	507	125	135	625	50	77	56	72	602	56	14	171	78	62	216	19	10349
	'51	255	58	67	1058	163	2479	522	99	1730	315	371	1954	146	296	130	298	1836	136	41	397	350	109	483	93	28693
	'50	241	102	75	998	140	2180	463	73	1584	419	342	1680	113	273	91	243	1622	112	24	503	354	236	457	75	27211
	'49	487	194	131	2636	422	5559	1191	197	3934	605	808	4206	314	519	342	712	3892	371	83	841	1007	549	1151	205	63645
	'48	51	22	53	388	44	763	83	15	401	277	81	313	43	36	20	75	417	36	13	293	83	42	91	23	7946
	'47	87	53	46	855	69	1920	223	18	923	222	216	935	116	130	47	164	825	87	27	267	257	99	259	35	17195
	'46	157	30	36	610	56	1325	178	23	688	178	139	799	88	85	18	160	617	66	26	171	202	64	169	13	12040
	'45-'42	23	10	14	161	25	324	54	6	212	75	74	218	30	31	7	62	229	22	4	41	95	34	59	9	4198
	'41	94	46	49	590	51	1189	203	25	548	265	256	684	89	115	34	163	546	76	26	165	262	114	214	43	13026
	'40	103	58	52	444	64	921	182	24	468	239	187	603	97	88	30	97	469	98	18	168	229	100	189	34	11332
	'39	78	35	35	270	39	665	134	23	341	187	185	387	47	59	35	99	293	69	23	139	200	73	181	25	8437
	'38	51	17	21	156	19	405	71	11	170	72	111	227	35	31	20	25	134	29	11	57	121	47	57	16	4691
	'37	53	27	22	146	21	470	60	29	259	111	118	264	36	42	20	43	144	42	8	52	168	32	117	15	5259
	'36	12	6	6	68	10	171	16	5	55	30	46	99	9	11	4	6	42	25	3	18	47	8	42	4	1838
	'35	1			3		22	2	1	8			5	2	1				1		3		1	2	1	157
	'34				20		17		1	2	1		17	1				2	1		1	4	1	2		152
	Prior to '34	5	1	2	36	2	62	2	2	22	11	17	31	6	1	1	3	20	2	4	3	14	1	3	2	612
	Year Not Given	1	1	1	20	2	17	1		14	4	5	19	1	5	1	9	30	6	1		6		10	4	481
Mercury	July 1, Total	14096	2362	3437	45410	7662	95110	29769	5581	74014	22671	16391	71800	6338	16131	7688	17393	90001	7401	1956	20639	19120	9354	25685	3568	1291776
	'52	751	147	158	2606	450	6026	1250	208	3286	1032	1627	4182	294	550	339	461	4268	475	139	1111	563	435	1642	169	70601
	'51	3089	508	608	11099	1655	22728	6118	1252	16913	3704	3530	18097	1326	2895	1616	3363	19529	1489	475	3884	3781	1356	5812	752	281642
	'50	2856	464	720	10914	1741	21422	6157	824	15747	5280	2969	16038	1258	3103	1528	3360	22386	1322	308	4512	3679	1977	5299	782	279788
	'49	2902	498	654	9424	1728	20169	6200	1320	17261	3769	3461	15869	1374	2858	1798	3551	19135	1614	367	4089	4233	2433	5263	764	270235
	'48	432	88	175	1477	250	3052	1075	203	2843	1717	413	2474	224	550	296	773	3426	240	64	1506	596	361	806	121	48426
	'47	819	153	259	2740	350	5755	1792	333	4852	1385	919	4150	411	1134	405	1251	4582	484	117	1492	1292	638	1319	187	78467
	'46	884	128	181	2340	398	4758	2121	433	3959	1343	786	3347	405	1232	514	1345	4823	462	121	1212	1297	644	1422	193	71846
	'45-'42	209	39	66	419	115	836	470	107	839	431	216	758	77	353	111	327	1477	143	27	226	346	155	369	67	18083
	'41	850	151	251	1831	489	3947	2103	396	3708	1754	1040	2888	372	1444	444	1316	5058	547	132	1099	1372	574	1506	230	72552
	'40	725	118	199	1476	288	3667	1509	291	2842	1248	841	2250	362	1255	384	946	3330	434	123	839	1114	421	1303	170	58455
	'39	524	62	148	988	180	2595	959	210	1651	907	550	1688	219	736	238	562	1666	167	81	566	766	357	876	126	37655
	Year Not Given	55	6	18	96	18	155	15	4	113	101	39	59	16	21	15	138	321	24	2	103	81	3	68	7	4026
Nash	July 1, Total	7495	1270	3600	33671	3754	83101	11816	3543	59643	11254	16060	72542	6762	7116	4468	11474	35202	5594	2340	12021	21775	8002	48500	2294	980429
	'52	479	47	160	1283	177	3708	448	96	2092	489	1047	3291	263	326	156	224	1302	225	142	555	313	218	2328	93	46035
	'51	1509	210	564	6718	860	15937	2850	714	10890	1979	3046	14785	1206	1773	818	2279	7838	1025	535	2192	4101	971	9054	454	194920
	'50	1197	240	575	4633	702	12563	2152	508	9064	2182	2001	11191	917	1341	856	1865	6749	953	319	1947	3174	1261	6901	435	158535
	'49	883	171	490	3655	558	10074	1503	562	7378	1516	1571	8789	718	924	645	1394	4920	766	320	1773	2481	1166	5406	366	119156
	'48	664	105	357	3487	361	9100	1311	346	6398	1177	1152	7685	728	740	353	1304	3835	518	198	1555	1839	914	4361	213	97088
	'47	581	85	364	3271	335	8113	1170	269	5730	1093	1099	6573	679	652	340	1149	3417	497	168	1479	1673	838	3385	163	86665
	'46	558	86	249	2914	265	7562	1032	267	5543	890	1046	6055	562	567	346	1073	3139	432	170	1214	1732	824	2809	144	78514
	'45-'42	193	38	54	617	65	1365	206	144	1348	270	510	1298	181	148	128	324	713	159	32	148	762	215	1164	44	21588
	'41	375	77	174	2213	186	4457	446	241	4047	572	1472	3747	501	215	282	711	1309	327	86	400	2162	538	3715	107	56945
	'40	286	54	145	1539	81	2843	271	112	2860	392	917	2911	284	163	168	360	791	224	86	265	1108	378	2452	78	37666
	'39	194	32	106	993	33	2165	164	91	1335	266	572	1838	246	102	97	231	373	120	66	131	694	202	1668	64	24149
	'38	136	26	75	713	29	1453	96	59	641	141	415	938	106	42	66	150	266	94	45	126	411	95	1187	38	14248
	'37	196	46	140	988	49	2021	96	62	1480	139	690	2170	237	52	99	224	298	123	87	121	775	198	2758	45	25054
	'36	111	37	63	293	25	878	37	25	474	83	350	690	71	27	57	84	96	74	33	60	333	115	702	31	9775
	'35	38	7	23	62	6	194	8	13	92	20	53	131	14	4	16	3	16	18	8	23	44	16	263	1	2743
	'34	13	3	20	68		173	4	5	61	8	30	110	13	2	4	8	15	9	6	11	23	19	71	2	1455
	Prior to '34	69	6	37	172	16	466	20	27	169	24	73	284	25	22	31	19	48	23	38	16	121	29	231	15	4239
	Year Not Given	13		4	52	6	29	2	2	41	13	16	56	11	16	6	72	77	7	1	5	29	5	42	1	1654
Oldsmobile	July 1, Total	15750	3089	8177	88465	7716	225252	33637	5938	135862	26263	25961	147742	17214	17182	8166	24466	92947	10797	5374	31171	42821	17438	57520	4470	2140369
	'52	947	183	259	3225	429	9015	1542	251	4737	1294	814	6229	549	831	395	939	5113	449	221	1606	698	504	2716	215	92195
	'51	2257	446	750	10031	1144	25700	4782	956	16245	3373	3197	18185	1577	2600	1160	3053	15390	1193	567	4255	4159	1035	6589	625	263640
	'50	3073	546	1102	14411	1611	38628	7036	1298	23668	4716	4138	25947	2517	3630	1536	4696	21774	1916	812	5925	6538	2804	9584	891	381119
	'49	1785	366	821	10404	962	27758	4520	776	17912	3021	2980	18521	2044	2381	1053	3152	11969	1197	655	4373	5108	1994	7100	581	266083
	'48	1023	185	570	6206	518	17214	2159	447	11328	1746	1703	10870	1079	1075	641	1831	6581	663	297	2272	2752	1239	4101	323	156935
	'47	1231	186	589	7178	514	18943	2539	404	12347	1854	1850	12341	1315	1275	614	1956	6736	794	368	2604	3185	1460	4397	323	171308
	'46	603	112	383	4681	343	11426	1579	260	7081	1152	1214	6883	915	752	342	1139	4162	517	260	1514	2055	914	2675	168	102354
	'45-'42	328	73	208	1982	164	5004	822	134	3354	544	723	3282	475	357	157	549	2182	299	112	508	1257	513	1369	120	49768
	'41	1306	292	833	9027	748	21378	3153	406	13214	2543	2932	14044	1946	1621	647	2491	7435	1182	543	2868	5287	2075	5924	374	207619
	'40	854	181	697	6483	469	15162	2062	297	9113	1913	1870	10211	1448	1034	493	1580	4619	907	450	1944	3280	1553	3851	253	140743
	'39	614	114	534	4256	254	9714	1131	193	4557	1107	1139	6076	943	549	330	1024	2287	451	292	1140	2003	895	2165	188	82927
	'38	317	70	310	2345	137	5779	595	104	2202	735	677	3136	519	232	150	477	1292	255	181	520	1322	512	1288	79	46987
	'37	626	147	486	3979	229	9496	960	187	4958	1159	1321	6320	1004	430	272	845	1900	461	265	811	2561	998	2737	172	86679
	'36	398	113	372	2604	112	6236	487	86	3124	605	905	3270	594	235	181	385	837	288	189	515	1566	626	1813	88	54273
	'35	216	48	126	949	43	2165	183	84	1178	354	291	1218	196	107	95	124	301	134	98	214	566	204	705	43	22003
	'34	46	13	56	269	8	731	56	22	375	75	95	422	48	42	19	35	85	30	26	55	212	63	201	9	6209
	Prior to '34	93	14	63	336	17	803	28	30	401	41	88	414	28	15	63	30	112	37	38	40	209	43	240	16	6380
	Year Not Given	33		18	99	14	100	3	3	68	31	24	373	17	16	18	160	172	24		7	63	6	65	2	3147
Packard	July 1, Total	4375	1399	2257	30139	2382	68914	9401	1693	38667	6157	8646	55784	3966	4991	2553	7041	21650	3049	2022	10588	12483	6201	13163	1432	644751
	'52	209	93	62	1541	163	3138	595	106	1887	245	566	2758	140	268	164	222	1503	223	87	551	237	312	769	75	31917
	'51	828	235	199	4168	373	8949	1465	443	5784	641	1322	7560	488	784	558	1051	3623	402	217	1298	1498	574	2041	263	87989
	'50	569	131	197	2652	312	6396	1157	292	4313	769	824	8362	334	486	458	721	2655	373	170	1282	1051	651	1656	191	68439
	'49	676	122	269	3216	366	8852	1537	335	5547	926	986	4530	321	680	560	909	3035	346	250	1611	1414	864	1999	250	81803
	'48	444	183	263	3430	263	9465	1016	150	4737	787	1056	6962	342	515	264	776	2880	306	210	1277	1407	700	1513	169	78444
	'47	248	75	145	1743	120	4223	470	85	2413	408	406	3297	193	276	99	454	1410	166	118	618	646	365	623	69	37746
	'46	181	58	129	1407	114	3260	437	49	1863	312	357	2318	183	230	74	351	1095	127	108	530	583	280	500	65	29071
	'45-'42	123	50	70	1020	65	2089	276	23	1351	223	302	1864	194	180	29	331	795	98	83	249	525	220	390	42	22621
	'41	224	118	253	2484	174	4840	640	43	2788	478	711	4516	404	381	68	613	1378	261	168	849	1364	525	855	65	49523
	'40	301	123	229	3041	174	6056	713	69	3228	486	761	5211	416	424	73	703	1479	284	228	865	1396	630	956	102	56432

(Continued on Page 71)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 68)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Packard	'39	158	172	72	4487	236	802	68	90	765	272	77	1193	397	208	155	230	181	166	515	1274	573	434	76	479	47
	'38	106	137	76	3500	199	732	54	82	514	177	58	909	266	226	165	192	114	124	300	986	390	406	47	414	62
	'37	187	272	116	5290	381	1578	89	126	827	382	106	1616	543	345	251	396	144	317	435	2054	1105	671	81	638	116
	'36	32	93	20	2717	116	455	41	52	219	80	37	407	220	101	71	103	52	90	178	597	234	209	19	189	31
	'35	13	19	16	949	49	142	9	12	72	23	13	142	48	42	26	40	22	34	65	168	54	92	5	69	11
	'34	5	2		144	8	66	7	9	20	7	3	35	15	7	1	8	3	13	5	58	18	20		11	
	Prior to '34	11	33	10	779	28	192	3	22	27	31	16	115	47	34	11	17	157	30	34	169	94	77	10	53	4
	Year Not Given	7	23	7	73	6	10	11	16	98	69	3	86	12	4	5	10	49	3	50	14	249	7	9	13	
Plymouth	**July 1, Total**	**53150**	**22423**	**32037**	**399952**	**44407**	**73770**	**9851**	**26134**	**92536**	**69142**	**18796**	**282462**	**139346**	**90505**	**66072**	**65432**	**58410**	**23656**	**71148**	**148884**	**203684**	**108056**	**33318**	**119758**	**16074**
	'52	2767	686	1535	16219	1985	2496	392	2757	3517	3778	848	18844	6417	4084	2659	2497	3060	1241	5283	7172	12988	4572	1919	6246	868
	'51	7037	2156	4863	34951	4800	6895	1510	4569	11533	9340	1957	39765	16004	10746	7745	6477	7505	2571	11995	15573	31177	12542	4914	14050	2104
	'50	6864	2286	4757	39682	5185	7381	1464	4291	12281	9100	2330	38889	16100	11317	8122	7005	7892	2584	11013	16523	29773	13506	5056	16882	2103
	'49	6529	2393	4227	39970	5366	7293	1308	3598	11639	7775	2190	37913	16468	11873	8271	7236	7689	2535	9637	16237	26514	12982	3949	14495	2148
	'48	4533	1587	2565	26252	3188	4159	766	2332	6412	6004	1307	22295	9867	6894	5096	4572	5698	1688	5595	10729	15419	7659	3256	8490	1281
	'47	3932	1575	2193	25668	3277	4296	770	2084	6385	4915	1327	20392	9550	7003	4994	4437	4483	1686	4419	9898	14296	7335	2572	7682	1232
	'46	3234	1041	1833	15924	2230	3073	457	1118	4644	3710	863	14386	6523	4430	3232	3478	3099	1075	2765	7168	9580	5073	1893	5611	797
	'45-'42	1586	814	826	9751	1021	1747	265	494	2463	2102	511	5447	3692	2067	1563	1852	1657	591	632	3509	4302	2745	838	2496	389
	'41	5450	2467	2621	40633	3864	7927	717	1775	9697	7128	1673	23645	14888	7602	5786	6897	5465	2324	4907	16640	18866	8713	2673	10096	1317
	'40	3460	1831	1687	33307	2762	6307	536	996	6668	4557	1370	17978	10999	5730	4199	4948	3346	1695	4318	12146	12048	7520	1759	8671	981
	'39	2545	1342	1298	25630	2482	6007	456	743	5260	3284	1053	13132	6911	5246	3423	4104	2526	1485	2891	11355	8424	6504	1306	6406	708
	'38	1139	776	810	16630	1378	3054	273	340	2857	1443	656	6474	4678	3007	2172	2424	1497	937	1958	5543	3482	4295	622	3960	426
	'37	1885	1469	1289	26791	2884	5551	380	452	3847	2400	1089	10962	7478	4368	3662	4182	1776	1394	2155	8113	8224	6344	1030	6077	695
	'36	1014	952	730	21549	2067	3933	277	226	2553	1466	864	6618	5003	3093	2520	2427	1129	868	1725	4984	4357	4196	760	3840	553
	'35	521	430	340	12734	811	1515	128	108	955	719	411	2581	2341	1650	1260	1186	466	374	752	1564	1629	2099	313	1825	263
	'34	287	239	193	5994	434	924	57	47	601	426	159	1143	1148	626	594	712	348	251	340	832	746	668	177	1147	101
	Prior to '34	294	284	226	8092	646	1160	80	52	700	443	146	1464	1232	739	691	906	384	356	410	834	1017	1214	190	1670	98
	Year Not Given	73	95	44	175	27	52	15	152	524	552	42	534	47	30	83	92	390	1	353	64	842	89	91	114	10
Pontiac	**July 1, Total**	**26653**	**12062**	**15565**	**258164**	**24509**	**48583**	**7574**	**12342**	**49487**	**38514**	**10324**	**159689**	**75082**	**46731**	**36760**	**33799**	**30337**	**16270**	**35851**	**88326**	**147594**	**55504**	**17283**	**53880**	**8368**
	'52	1680	535	833	10716	1329	1562	368	821	2423	2887	568	8625	4120	2499	1752	1686	1994	683	2399	3814	12455	2732	1083	3103	532
	'51	4268	1452	2418	27172	3032	4693	1313	1969	7496	6878	1493	22891	10220	6330	5019	4349	4889	1486	6025	9351	24320	7553	2832	7046	1393
	'50	4823	1817	2884	36580	4100	5732	1665	2579	9592	7296	1886	29196	12282	8180	6197	5064	5965	1829	7416	12175	26107	9606	3332	9334	1676
	'49	2891	1237	1686	29303	2627	4628	750	1535	5676	4494	1282	19375	8306	5340	4062	3313	3995	1489	4250	9203	15350	5798	2083	6132	1142
	'48	2202	1032	1321	20266	2048	4002	541	1164	4129	3157	926	14970	6781	4031	3128	2637	2651	1336	3230	7596	12813	4683	1522	4394	740
	'47	1855	906	1125	17796	1973	4116	596	1072	3461	2681	740	13549	5850	3527	2898	2548	2220	1390	2669	7331	12024	4214	1178	3916	527
	'46	1214	590	692	10835	1172	2567	351	600	2205	1619	421	7722	3715	1894	1629	1829	1219	865	1357	4360	6741	2441	740	2297	304
	'45-'42	839	408	450	6893	747	1376	199	207	1328	1014	286	3628	1931	1040	952	989	897	472	475	2356	3559	1300	526	1268	233
	'41	2778	1468	1516	31328	2529	5915	516	981	4225	3373	938	13527	7779	4369	3680	3877	2758	2018	2431	10767	13431	5087	1653	5310	610
	'40	1435	786	875	20432	1537	4157	336	633	2992	1824	578	9196	4644	2639	2041	2423	1301	1340	1924	6750	7500	3172	821	3439	321
	'39	930	454	548	11992	848	2797	245	274	1628	1071	260	5083	2314	1822	1260	1416	802	957	1072	4648	3744	2083	532	2194	183
	'38	452	282	284	7143	490	1356	136	111	969	490	173	2732	1350	1102	828	771	447	570	557	2135	1739	1348	248	1394	122
	'37	785	559	532	14107	1064	2964	277	204	1730	824	401	5625	3339	2185	1755	1684	496	972	941	4617	4640	2943	376	1953	312
	'36	280	269	236	8032	517	1411	123	66	705	297	212	1856	1403	913	776	694	228	452	459	1871	1433	1276	173	1099	136
	'35	93	120	78	3261	272	524	63	32	294	117	85	672	563	423	341	219	74	147	216	609	543	571	64	426	75
	'34	36	31	16	547	67	212	21	14	90	51	20	204	120	76	93	69	28	55	51	248	166	112	19	135	17
	Prior to '34	57	52	46	1400	144	544	34	28	219	105	34	521	338	336	286	166	86	200	197	456	501	550	44	379	42
	Year Not Given	35	64	25	361	13	27	40	52	325	336	21	317	27	25	63	65	287	9	182	39	528	35	57	61	3
Studebaker	**July 1, Total**	**15053**	**8958**	**8000**	**175793**	**12951**	**20743**	**4462**	**5897**	**27399**	**20137**	**9336**	**82442**	**62680**	**26016**	**18674**	**15325**	**19433**	**5738**	**18479**	**36045**	**50129**	**34420**	**8932**	**26917**	**6443**
	'52	979	406	513	8113	638	885	260	349	1329	1460	515	5236	4235	1526	1006	1022	1161	406	1522	1789	3578	1907	734	1602	425
	'51	3100	1397	1849	22919	2007	3476	1060	978	4497	4227	1700	15382	11607	4600	3544	3106	3703	893	3611	5924	10351	5648	2232	4393	1125
	'50	3857	2042	2135	34759	2636	4181	1402	1311	6546	4849	2061	19902	15143	5464	4222	3466	5412	1193	3991	8597	12414	7988	2375	6193	1412
	'49	1326	795	747	17438	1008	1752	369	613	2532	1782	961	7117	4370	2069	1620	1291	1789	502	2689	3035	4573	2719	775	2278	598
	'48	1630	1265	849	19628	1399	2406	383	862	3303	2284	956	9940	7768	2957	2257	1685	2136	645	2108	4256	6059	3603	930	3098	740
	'47	1378	883	566	15409	1490	2074	285	650	2837	1766	787	8440	6567	2728	2070	1340	1576	520	1261	3233	5122	3147	627	2528	525
	'46	202	96	71	4077	173	290	49	79	365	244	92	923	658	283	209	190	248	102	527	472	559	377	104	336	73
	'45-'42	448	210	192	4770	427	538	112	115	722	517	271	1726	1505	758	470	408	601	153	209	888	1051	1042	221	740	172
	'41	1028	578	402	14207	1074	1614	181	364	1958	1198	780	5228	4096	2051	1123	1046	1214	401	916	2826	2699	2657	379	2028	418
	'40	635	448	290	10633	755	1074	158	201	1307	762	438	3216	2514	1251	720	640	703	257	589	1633	1395	1804	231	1449	331
	'39	189	302	158	8617	454	780	87	138	855	359	280	2163	1555	862	465	443	276	202	408	1389	897	1246	128	991	229
	'38	54	124	53	3842	213	362	18	70	271	137	119	806	676	379	224	174	127	98	153	480	248	548	30	306	100
	'37	117	174	101	4554	346	726	43	77	404	207	210	1311	1142	539	387	265	146	156	158	886	548	893	62	485	142
	'36	47	74	30	3298	144	258	16	27	141	79	75	450	494	252	143	96	66	73	117	294	169	347	19	209	72
	'35	13	44	11	1148	68	100	7	11	57	38	38	174	152	129	68	45	39	49	52	124	67	150	9	100	39
	'34	9	24	9	583	28	60	4	9	29	21	9	55	57	35	41	19	23	27	12	75	34	88	12	54	12
	Prior to '34	16	48	11	1741	81	145	13	12	62	48	27	197	118	116	83	59	53	61	65	126	156	232	26	92	28
	Year Not Given	25	48	13	57	10	22	15	31	184	159	17	176	23	17	22	30	160		91	18	209	24	38	35	2
Willys	**July 1, Total**	**2567**	**1224**	**2898**	**26057**	**2270**	**4341**	**385**	**549**	**7668**	**2973**	**1349**	**9392**	**5107**	**3141**	**2306**	**7754**	**2911**	**1442**	**2552**	**5141**	**6511**	**2307**	**1586**	**5466**	**1122**
	'52	220	53	82	1727	206	271	19	54	323	272	153	590	207	208	131	277	212	141	247	385	512	194	118	230	141
	'51	272	98	368	1868	387	591	8	107	850	437	322	1068	543	183	244	643	373	226	425	810	648	171	200	399	285
	'50	272	125	342	2142	337	679	44	104	1060	382	222	1305	685	196	264	750	425	185	372	894	780	144	193	602	197
	'49	221	112	405	1859	257	459	36	73	869	391	162	1242	600	278	271	937	421	164	338	594	709	170	220	642	149
	'48	267	119	624	2029	259	580	41	60	946	337	91	1537	669	597	325	2005	384	146	295	536	917	275	236	969	90
	'47	239	100	452	2053	235	379	37	65	880	288	111	1259	569	574	280	1352	338	195	350	461	950	206	214	926	116
	'46	74	34	228	1049	65	407	49	14	536	78	19	662	291	304	94	730	66	50	135	195	583	101	102	558	9
	'45-'42	249	126	116	1397	43	175	51	7	456	137	41	245	162	141	98	387	140	28	30	144	211	82	105	234	19
	'41	305	113	80	2700	102	156	31	19	442	221	86	342	351	182	112	178	128	81	159	368	347	140	52	238	30
	'40	226	106	80	2262	108	233	34	12	507	167	59	431	357	152	139	182	145	94	63	375	363	190	65	196	26
	'39	73	29	18	1146	41	77	6	11	162	50	13	126	109	35	49	69	53	43	37	99	74	109	22	91	6
	'38	39	32	28	899	34	76	4	5	173	61	14	125	112	65	65	54	73	21	27	70	65	109	16	104	10
	'37	65	106	42	2445	125	187	16	7	219	59	29	260	304	93	112	90	45	31	31	137	184	164	24	165	25
	'36	10	26	3	878	15	17	1	2	66	10	4	14	24	6	3	10	17	1		11	15	11	3	10	2
	'35	4	8	6	637	3	3		2	18	9	3	7	13	5	6	6	8	1	5	5	11	1	3	7	3
	'34	5	4	2	278		3			30	8		2	6	2	3	5	3	3		3		1	2	1	1
	Prior to '34	17	22	9	652	45	39	3	2	58	28	12	138	90	117	103	52	14	30	27	53	68	236	7	89	12
	Year Not Given	9	11	13	36	8	9	5	5	73	38	8	39	15	3	7	27	66	2	11	1	74	3	4	5	1
Misc.	**July 1, Total**	**977**	**851**	**1276**	**38792**	**1142**	**4646**	**685**	**1135**	**6818**	**4459**	**1072**	**8581**	**2675**	**1514**	**982**	**1467**	**2367**	**962**	**1913**	**6046**	**9766**	**4008**	**1038**	**3636**	**479**
	'52	84	67	56	5172	105	360	31	61	724	255	72	619	158	66	63	65	107	47	190	470	336	76	56	193	104
	'51	243	161	116	7786	120	919	133	247	1625	684	142	3398	339	122	98	150	242	73	434	1097	1211	374	93	429	37
	'50	97	85	128	4237	82	674	118	229	1256	727	136	659	228	80	59	101	224	75	313	845	993	473	103	383	35
	'49	65	53	150	2245	69	322	63	118	535	514	129	659	217	105	130	124	225	106	189	634	1223	264	110	379	32
	'48	79	72	116	2422	77	718	59	205	441	363	135	782	312	109	76	133	181	124	213	776	1167	455	94	310	2
	'47	33	16	92	674	25	79	40	36	144	267	32	177	75	46	24	46	81	46	70	157	562	122	49	176	9
	'46	25	7	49	419	18	49	37	10	154	213	25	81	54	23	15	37	68	16	31	78	356	88	21	83	3
	'45-'42	21	10	59	342	17	37	33	7	75	109	23	56	34	26	14	22	44	35	14	50	182	68	20	67	8
	'41	36	35	72	835	43	130	22	20	258	324	58	218	78	61	49	69	65	31	44	126	618	177	38	204	7
	'40	33	18	33	678	30	58	20	17	248	231	38	147	90	48	23	38	23	38	34	117	410	116	50	198	9
	'39	21	27	37	835	36	117	22	9	252	144	33	162	117	55	39	45	23	34	35	152	336	132	23	173	11
	'38	9	17	27	658	29	52	13	14	120	83	25	103	61	38	22	25	20	25	33	119	147	103	13	106	1
	'37	25	33	31	1276	46	150	17	15	185	92	40	195	108	90	67	43	24	44	31	192	354	193	17	161	16
	'36	12	25	24	1139	59	134	8	5	128	68	24	123	83	72	42	39	12	31	16	122	232	160	9	130	12
	'35	7	22	10	767	31	115	4	5	72	48	14	84	71	51	42	31	3	22	27	92	95	105	7	83	13
	'34	2	20	11	419	22	67	8	10	46	32	6	48	28	18	21	12	4	23	17	82	65	40	4	47	4
	Prior to '34	45	133	46	3257	233	596	53	119	189	143	65	605	321	349	190	154	388	146	215	502	473	758	52	410	80
	Year Not Given	140	50	219	5631	100	69	4	8	366	162	75	465	301	155	8	333	633	46	7	435	976	304	279	104	17

by Makes, States and Model Years

(Continued from Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Packard	'39	134	45	97	1389	53	2647	334	17	1074	258	310	2091	232	216	36	281	535	98	92	493	531	286	457	38	24871
	'38	141	44	67	1098	59	2362	235	27	881	196	283	1423	181	140	47	170	377	88	62	275	452	244	371	26	19485
	'37	166	64	190	1877	96	4249	387	31	1821	267	440	3148	358	291	77	303	560	153	143	436	912	373	601	54	35063
	'36	73	32	36	527	26	1408	88	9	573	82	183	938	102	68	20	63	154	64	36	162	242	110	276	12	11647
	'35	20	11	21	187	10	449	25	8	164	37	68	354	29	19	12	17	45	24	27	48	84	35	73	5	3907
	'34	2	4	6	74	4	124	7	1	42	9	12	70	22	3	1	9	14	2	6	11	17	6	15	1	927
	Prior to '34	21	11	17	251	5	362	17	2	171	25	54	264	21	11	7	17	53	24	17	25	108	25	52	4	3568
	Year Not Given	15		7	34	5	45	2	3	30	8	5	118	6	19	6	50	59	10		8	16	1	16	1	1298
Plymouth	**July 1, Total**	**46610**	**5996**	**14920**	**159669**	**16481**	**381578**	**82549**	**20404**	**287150**	**56511**	**53778**	**345425**	**30824**	**40703**	**21713**	**70602**	**203171**	**19725**	**10361**	**86215**	**81033**	**49826**	**102304**	**9601**	**4466152**
	'52	2044	299	534	6795	936	15620	3791	962	11380	2651	1368	16314	1014	1930	1056	2453	9832	751	510	4038	1437	1548	5002	453	207548
	'51	5750	637	1438	18107	2117	43134	9969	2793	32018	7118	4913	42479	2825	5215	2653	8915	27956	1837	1145	10870	7011	3450	12204	1166	528499
	'50	5686	671	1524	18688	2134	45927	10021	2785	33546	7550	5765	42966	3108	4863	2647	9399	29768	2079	1159	10661	8262	5345	12206	1280	550626
	'49	5865	635	1545	18822	2207	45567	9970	2842	34759	6766	5808	42777	3077	4695	2831	8333	27994	2334	1094	10602	8561	5861	12240	1364	536784
	'48	3727	432	1124	10989	1252	25828	5841	1967	20380	4679	3440	23071	1818	2881	2050	5680	17875	1495	697	7358	5417	3732	7098	840	327315
	'47	3912	401	1021	11222	1360	26061	6147	1739	19549	4007	3371	23701	1846	2744	2069	5119	16512	1431	673	6780	5068	3820	6873	749	312576
	'46	2458	272	717	7712	917	18154	4571	1126	14299	3171	2161	17093	1347	2008	1254	3848	12125	948	498	4799	3250	2801	4631	509	217906
	'45-'42	1105	174	319	3632	479	8646	2491	576	7508	1252	1494	6815	733	1246	483	2006	5518	684	197	1653	2519	1336	2213	223	106662
	'41	3656	587	1443	16290	1494	38137	9364	1631	31825	4546	5788	32973	3538	4611	1638	7431	17716	2046	993	8654	9184	5443	8800	781	432340
	'40	2560	422	1167	12419	943	29648	5719	1095	22998	3572	4329	24237	2668	2905	1186	4569	11141	1633	763	6535	6617	3715	7346	551	318557
	'39	2306	348	1101	10875	722	26133	4808	743	16390	2741	3354	19921	2871	2499	1010	3645	7854	1204	622	4320	5188	3130	5872	434	252612
	'38	1497	186	604	6123	420	14981	2256	467	7154	2050	1825	10492	1180	1070	646	1918	4775	605	434	2570	3102	1710	3738	221	140855
	'37	2271	359	987	8583	639	19971	3374	667	15963	2735	4104	19216	2265	1807	835	3191	6273	1138	599	3040	6521	3288	6092	434	228849
	'36	1853	257	661	5000	433	13269	1898	394	9748	1694	2795	12355	1374	1016	576	1783	3730	781	467	2165	4291	2285	3954	290	150773
	'35	877	148	267	1710	236	4275	1043	320	3923	970	1447	4373	531	522	340	851	1782	379	223	1105	1984	1059	1984	154	67478
	'34	386	68	197	1082	83	2546	695	112	2715	506	777	3106	302	314	116	519	804	162	118	508	1072	684	767	72	35905
	Prior to '34	564	79	241	1442	80	3549	578	176	2817	417	975	3295	298	340	153	507	1013	161	169	512	1460	614	959	74	43801
	Year Not Given	93	21	30	178	29	132	13	9	178	86	64	241	29	37	170	435	503	57		45	89	5	125	6	7066
Pontiac	**July 1, Total**	**23546**	**3901**	**9812**	**119785**	**9622**	**248563**	**51892**	**8691**	**171614**	**35392**	**32271**	**168667**	**16201**	**25586**	**9844**	**35768**	**113455**	**13461**	**6587**	**41685**	**44015**	**21573**	**61381**	**5062**	**2587625**
	'52	1371	223	390	5580	645	11827	2848	415	7671	1613	1194	8625	626	1411	492	1468	7172	689	309	2291	988	923	3332	300	133602
	'51	3643	542	968	13652	1591	30005	7133	1439	22507	4360	3753	23338	1530	3626	1510	5021	19799	1696	689	5674	4500	1904	7738	832	343338
	'50	4178	706	1369	16742	1895	36497	8695	1648	26774	6042	4603	27488	1966	4116	1752	6514	24099	2207	844	7169	6307	3379	9570	1008	422881
	'49	2613	409	1037	13717	1115	29787	5450	1135	19179	3866	2974	17859	1523	2512	1257	3932	13125	1582	634	4658	4357	2262	6450	639	288019
	'48	2082	320	843	10416	846	22192	4319	932	15703	2859	2498	14633	1242	2275	1073	3514	10111	1220	526	3578	3551	1780	4922	397	223132
	'47	1806	285	808	10093	789	20608	4590	710	15023	2813	2631	14270	1299	2143	895	2834	9036	1053	607	3510	3651	1823	4523	353	206315
	'46	1030	188	492	6106	377	12376	2819	445	8881	1535	1622	7706	848	1403	512	1696	5189	574	350	2203	2300	1207	2630	239	122107
	'45-'42	556	91	246	2878	292	5454	1731	225	4425	909	1020	3909	497	939	211	1118	3133	422	199	844	1613	733	1446	134	66398
	'41	1895	394	1033	12898	844	25234	5978	599	18736	3642	4032	16581	2171	3231	681	3902	9542	1554	696	4211	5639	2474	6215	367	265413
	'40	1201	242	774	9358	452	17363	3331	342	11227	2343	2575	11535	1381	1478	386	2056	4568	909	534	2891	3449	1731	4213	237	167672
	'39	750	119	482	6025	251	11372	1815	191	6198	1533	1246	6388	963	862	254	1231	2381	374	335	1638	1985	942	2358	124	98974
	'38	470	77	271	3364	113	6623	918	115	3139	864	848	3417	462	382	156	588	1502	254	187	738	1168	475	1573	67	55000
	'37	939	167	559	5277	213	10874	1394	218	7445	1597	1854	7750	948	647	329	1006	2002	546	347	1260	2646	1109	3493	169	108074
	'36	498	78	244	1896	104	4193	424	109	2658	800	858	2672	395	258	138	415	828	209	174	523	1062	497	1576	99	45625
	'35	244	32	94	702	51	1596	235	64	881	351	288	943	141	142	82	131	341	91	62	238	421	165	651	50	17878
	'34	40	13	37	296	9	689	82	14	333	74	68	434	58	31	12	33	103	13	26	72	87	44	131	16	5213
	Prior to '34	179	12	137	678	21	1745	114	69	727	152	175	921	139	103	61	80	273	37	67	166	229	121	497	26	13494
	Year Not Given	51	3	28	107	14	128	16	21	107	39	32	198	12	27	43	229	251	31	1	21	62	4	63	5	4490
Studebaker	**July 1, Total**	**13348**	**2713**	**3930**	**45434**	**6614**	**98196**	**22419**	**5305**	**72951**	**15813**	**21620**	**90622**	**7532**	**10495**	**5995**	**17953**	**69103**	**9580**	**2413**	**21794**	**31707**	**10738**	**32796**	**2994**	**1342467**
	'52	746	238	221	2578	479	5969	1478	345	3974	862	1020	5129	358	653	370	746	4366	422	160	1532	646	535	2111	138	76672
	'51	2498	451	603	7902	1337	16958	4557	1026	13164	2541	3163	15095	1053	2262	1156	3512	13624	1342	388	3976	4474	1192	6074	497	232174
	'50	2949	555	786	10234	1913	22188	5399	1261	16812	3515	3753	18989	1596	2541	1373	4587	19026	2031	499	4507	5757	2051	7189	625	303687
	'49	999	234	433	4082	591	9370	1946	525	6113	1840	1687	8280	623	923	485	1646	5845	941	271	2786	2821	989	2767	325	121270
	'48	1462	347	442	5453	683	11944	2780	604	8666	1681	2710	11232	908	1188	654	1972	7970	1192	358	2531	3870	1192	3440	366	156792
	'47	1372	214	376	4471	623	10118	2175	543	7469	1618	2070	8892	777	932	585	1552	7196	821	227	1922	2965	1033	2869	316	128945
	'46	179	34	54	605	52	1362	269	69	909	384	330	1204	95	138	81	240	765	79	24	533	419	160	343	30	19157
	'45-'42	379	61	101	950	126	2113	587	147	1784	404	841	2214	219	222	150	544	1582	306	57	402	1213	391	775	81	33915
	'41	966	170	290	3110	337	5970	1503	332	4973	998	2098	6513	638	613	372	1261	3498	810	143	1406	3313	1088	2386	218	93472
	'40	557	135	194	1983	180	4059	885	168	3224	761	1301	4079	412	495	272	805	1973	570	87	945	2024	797	1559	161	61060
	'39	371	107	135	1492	141	3110	462	95	2252	465	854	3289	367	259	158	445	1240	434	70	561	1450	529	1185	78	43022
	'38	185	34	52	599	47	1229	122	46	795	180	423	1372	135	68	59	133	527	156	35	235	594	192	435	35	17300
	'37	278	67	114	1161	40	2046	141	59	1640	278	667	2791	237	96	83	232	735	263	47	182	1062	350	904	48	27600
	'36	122	29	37	291	28	662	34	23	530	142	350	674	55	30	43	73	264	105	14	124	492	121	376	38	11647
	'35	74	13	20	139	11	302	30	19	213	56	125	271	18	19	26	36	127	38	13	58	236	51	127	11	4765
	'34	23	7	14	95	3	231	16	7	102	19	54	147	9	17	11	13	62	12	5	25	90	20	59	7	2377
	Prior to '34	163	16	42	240	8	510	26	31	251	51	146	354	26	31	42	33	127	39	15	55	231	46	163	18	6280
	Year Not Given	25	1	16	49	15	55	9	5	80	18	28	97	6	8	75	123	176	19		14	50	1	34	2	2332
Willys	**July 1, Total**	**1383**	**380**	**810**	**9453**	**1591**	**16135**	**3097**	**1847**	**13008**	**1618**	**6576**	**19209**	**1023**	**1461**	**856**	**5739**	**10495**	**851**	**1008**	**3304**	**3851**	**3088**	**2364**	**997**	**219163**
	'52	135	47	69	607	101	1082	353	60	1011	66	527	1222	73	121	82	144	508	106	107	278	116	182	310	124	14404
	'51	177	63	121	1293	211	2575	397	179	1305	98	1033	2239	108	163	148	489	1118	116	248	356	481	363	222	144	25173
	'50	128	65	139	1436	239	2671	481	146	1274	130	578	3310	163	205	120	673	1411	101	221	501	473	626	218	144	28154
	'49	129	33	97	1209	167	2067	416	160	1352	184	478	1820	111	198	112	772	1418	90	125	501	384	583	190	110	24285
	'48	196	19	75	1090	258	1791	344	490	1794	194	1005	2710	116	173	97	1192	1979	100	87	518	340	329	260	152	29643
	'47	177	34	70	898	224	1528	307	333	1482	180	759	2078	108	137	67	918	1425	90	88	447	375	276	210	133	24973
	'46	57	11	29	938	141	762	96	224	1234	45	481	2136	41	37	15	466	872	26	12	142	90	65	74	68	14495
	'45-'42	39	14	26	530	100	453	82	68	492	105	468	445	40	49	16	409	581	56	11	98	216	97	61	34	9314
	'41	72	25	44	393	43	845	222	65	661	140	370	1238	127	116	43	247	361	69	23	124	381	140	157	27	12896
	'40	55	19	69	411	40	772	182	36	900	151	348	860	60	100	56	191	323	43	29	112	364	182	223	14	12112
	'39	16	6	5	150	9	356	54	8	231	78	87	185	12	31	20	48	94	14	7	52	78	57	68	4	4218
	'38	29	3	15	126	9	329	44	17	175	62	72	187	18	34	8	23	107	11	11	45	83	48	72	14	3823
	'37	67	23	23	239	25	441	88	15	556	129	153	365	25	53	24	73	160	18	16	70	243	99	145	17	8032
	'36	6	5	2	13	5	35	7	5	65	14	79	20	4	10	3	15	21	4	3	10	78	5	4	3	1575
	'35	2		5	7	2	14	3	1	67	8	27	7	1	7	1	13	11	1	1	5	51	5	3	3	1019
	'34	3	1		8	1	12	1		14	2	16	7	2	7		7	10			2	18	1	2		476
	Prior to '34	89	8	13	92	7	306	9	39	264	22	79	283	13	20	41	22	49	4	18	30	66	29	138	5	3569
	Year Not Given	6	4	8	13	9	96	11	1	131	10	16	97	1		3	37	47	2	1	13	14	1	7	1	1002
Misc.	**July 1, Total**	**930**	**260**	**959**	**9792**	**1213**	**20893**	**2185**	**571**	**10062**	**1137**	**4719**	**7330**	**1336**	**1240**	**351**	**4661**	**9846**	**1284**	**389**	**3238**	**5348**	**686**	**3239**	**226**	**199182**
	'52	24	42	37	675	96	1339	140	10	511	77	196	859	90	101	20	120	453	66	28	233	223	50	158	16	15131
	'51	56	32	131	1579	197	3682	417	161	609	118	841	1107	170	312	30	475	1122	153	41	676	977	77	334	30	33600
	'50	49	26	127	1300	180	5218	320	22	530	95	630	767	173	190	33	497	1142	121	49	495	946	44	279	24	25597
	'49	50	14	81	951	113	1934	215	16	434	89	293	484	107	137	27	460	1147	159	70	295	430	46	378	22	16612
	'48	94	18	88	1670	89	3316	345	31	712	86	417	970	150	158	31	420	1593	82	63	647	681	73	217	13	21404
	'47	27	3	37	336	61	468	50	18	126	28	210	124	70	24	23	398	403	61	6	168	118	19	105	10	5971
	'46	16	5	19	233	40	255	30	15	105	19	146	48	51	13	11	287	280	48	3	118	49	14	84	8	3857
	'45-'42	16	2	13	143	40	101	28	6	91	12	150	76	55	15	6	410	171	32		82	78	11	98	7	3016
	'41	39	18	45	284	50	365	54	15	273	53	193	173	71	13	20	194	403	99	2	67	370	21	250	14	6704
	'40	35	9	40	221	39	270	45	18	200	52	121	137	45	22	8	251	224	68	2	58	127	26	132	9	4904
	'39	34	10	29	235	19	356	48	20	275	38	166	192	46	25	9	84	174	47	9	46	133	40	158	10	5073
	'38	24	8	23	140	10	216	30	16	123	23	103	131	30	14	4	62	128	30	3	50	98	22	73	8	3232
	'37	23	7	59	456	34	372	56	40	323	36	227	352	49	23	15	91	143	90	12	42	206	62	181	9	6353
	'36	26	5	30	242	15	255	26	33	220	41	179	272	30	12	8	50	91	43	11	43	134	26	104	8	4613
	'35	24	3	15	152	7	192	18	18	155	25	116	210	35	11	6	43	62	28	5	35	70	29	89	8	3177
	'34	11	4	11	70	14	137	11	13	103	19	44	123	20	16	3	18	36	15	4	20	39	14	29	3	1833
	Prior to '34	243	47	117	698	59	1479	78	87	845	216	369	976	111	76	80	92	564	74	76	135	390	103	393	18	16848
	Year Not Given	139	7	57	407	150	938	274	32	4427	110	318	329	33	78	17	709	1710	68	5	28	279	9	177	9	21257

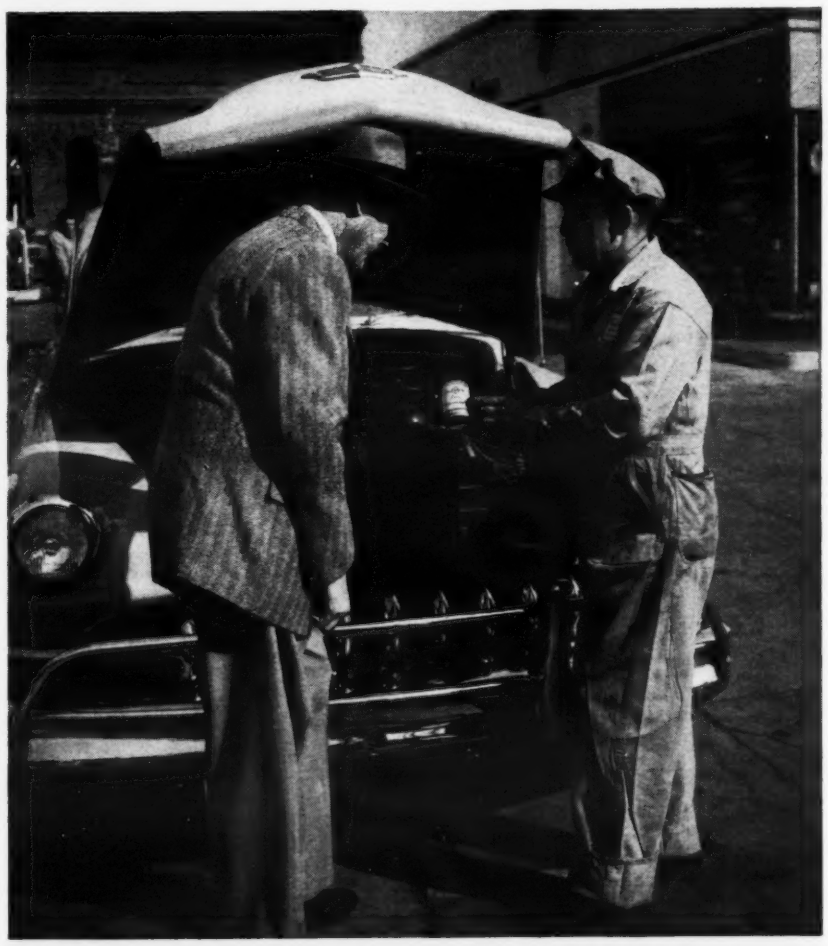
First with readers

When Bing told his own story, millions of Americans read it with fascination. "Call Me Lucky" just appeared in The Saturday Evening Post. In it were all the famous Crosby legends, plus many lesser known but just as wonderful. And all as Bing saw them. No wonder the Post is the largest-selling weekly on newsstands.

Backbone of the government's case against Alger Hiss, Whittaker Chambers made nation-wide news again when his "I Was the Witness" recently appeared in the Post. Here was inside information on the whole incredible labyrinth of intrigue—and a classic demonstration of the editorial vitality the Post is famous for.

First with advertisers

How do you tell a top salesman from an average one? By his clothes? By his friends? By his general manner? They all count, but most important is the way people just naturally trust him. The Post is that kind of salesman, too. That's why it carries today, as it has for years, the most new-car advertising.



Extra sales like this can make the difference between a fair month and a really good one. Successful dealers make a point of selling every customer some of the accessories they carry. And the easiest way to sell "extras" is to offer the top-quality lines advertised in the Post. (It carries the most tire, battery and accessory advertising.)

Top fiction by America's greatest writers is synonymous with the Post; "Formula Fighter" by Budd Schulberg is typical. Among other contributors are: C. S. Forester, Conrad Richter, MacKinlay Kantor, Kay Boyle, Stuart Cloete. (The Post has published 70 Pulitzer Prize winners, 12 Nobel Prize winners.)

Half a billion bucks for a new road! To bring Post readers the fabulous facts, writer David H. Beetle traveled all 430 miles of right-of-way. It's the Thruway from New York to Buffalo (to be completed in 1954, according to Governor Dewey). It will be the longest, widest super-highway in the U. S.

The most successful jobbers, like Mr. J. M. McClure, President of the Minneapolis Iron Store, Minneapolis, Minn., agree that carrying Post-advertised lines is a must. Dealers find that it pays to display the Post Recognized Value Seal.

POST LEADS AGAIN IN PAGES OF AUTOMOTIVE ADVERTISING

(P.I.B. figures for 1952)

	Post	Life	Time	Collier's	Newsweek	Look
Cars	299.09	216.32	228.17	134.34	207.61	105.34
Trucks	59.00	7.00	30.28	18.00	26.28	—
Tractors	16.00	—	6.00	—	9.00	—
Tires & Tubes	130.50	80.73	49.02	55.00	56.00	27.50
Accessories	252.37	72.93	39.34	102.74	28.33	25.16
Gasoline & Oil	180.10	108.50	102.99	90.92	58.67	51.50
Total	937.06	485.48	455.80	401.00	385.89	209.50

The Saturday Evening POST -gets to the heart of America

Repeated surveys among readers of leading weekly magazines show that: ▸Readers spend more time with the Post—and return to it more often. ▸Readers believe that the Post is more reliable. ▸Readers pay more attention to advertising in the Post and have more confidence in Post-advertised products.

New Car Registrations by Makes, 1922 Through 1952

Make	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950
Ajax				4157																					
Anderson			480	136																					
Apperson	610	740	682	474																					
Auburn	1937	2443	2474	4044	7138	9835	11157	17853	13149	*30951	*11646	5038	5536	5163	1848	*1292									
American Austin									4354	2941	2520	3675	1057												
English Austin																							8610	3642	5452
Bay State		617	213																						
Buick	98141	150662	153082	170728	232594	232428	196287	†172307	†122645	90871	49708	43809	63067	87635	160687	205304	166380	218995	295513	308615	126322	246115	244762	372425	535807
Cadillac	16718	17809	16740	19445	25027	18461	18189	14935	12078	11135	6269	3903	4899	6692	11766	11234	10639	13090	21965	60242	23666	53379	59379	80880	101825
Case	895	859	653																						
Chalmers	4898	6758	2003																						
Chandler	6870	11212	10207	10416	20268	18445	15530																		
Chevrolet	146159	291761	289962	341281	486392	647810	769927	780053	618901	583387	322860	474993	534906	656698	930250	768040	464337	598834	853529	880346	329601	640709	709609	1031466	1420399
Chrysler			19960	68793	129575	154234	171514	97706	60908	52644	26016	28677	28052	40536	58698	91624	46184	63956	100117	143025	65532	93871	105315	130516	151300
Cleveland	6449	8811	8028	12435																					
Cole	1461	1459	762	207																					
Columbia	2807	3903	1603	89																					
Continental								342				3310	953												
Cord										*	*				1174	*									
Crosley																					2868	15934	25400	10175	6896
Davis		949	812	692																					
DeSoto							14538	59614	35267	28429	25311	21260	11447	26952	45088	74421	35259	51951	71943	91004	54420	72966	82454	103311	115023
Diana					2297	805																			
Dodge	96447	114076	157982	167686	219456	123918	149004	115775	64155	53086	28111	86062	90139	178770	248518	255264	104881	176585	197252	215563	135488	209552	213923	273530	300104
Dort	6582	5592	2493																						
Durant	21615	30103	9983	4204			23414																		
Earl	2119	1474	406																						
Elcar					1336																				
Elgin	1161																								
Erskine						8400	22689	‡																	
Essex	23276	31450	54395	119493	131663	166794	177469	191328	63338	42543	§														
Falcon-Knight						5719	5322																		
Flint			14778	14395	8439	1742																			
Ford	749785	1184976	1414293	1250161	1129548	393424	482010	1310119	1055105	528539	258927	311613	530528	826519	748554	765933	363688	481496	542755	602013	326822	532646	486888	806766	1166118
Franklin	6137	7520	5882	7157	7229	7526	7434	10704	7511	3881	1829	1329	360												
Frazer																					1873	51158	57994	15827	26223xx
Gardner	5663	6391	4311	2831		3290	3177																		
Graham									30137	19207	12858	10128	12887	15965	16439	13987	4139	3660	1856						
Graham-Paige							58523	60487																	
Grant	507																								
Gray		9068	8164	2340																					
Haynes	4337	3831	2129	330																					
H.C.S.		306	231																						
Hudson	19026	32800	46077	85839	68931	58674	48365	62712	30466	19188	8461	2946	19307	21587	20825	¶90027	¶40889	62855	79979	73261	72414	83344	109497	137907	134219
Hupmobile	24239	27061	26562	29101	37781	33809	55550	44335	24307	17425	10794	6726	6566	7450	1556	396	1020	907	211						
Jewett	9498	25900	27662	28621	14560		4255																		
Jordan	4167	6691	6159	6531	8469	6357																			
Kaiser																					3501	55571	108367	57995	85832
King	378																								
Kissel	561	1127	898	1406																					
LaFayette	349	384	441					1361					9301	17445	16304										
LaSalle						11258	18830	20290	11262	6883	3848	3709	5182	11775	13992	28906	15732	22197	16599						
Lexington	2114	1330	498	339																					
Liberty	1654																								
Lincoln	2911	4348	5672	6808	7711	6460	6039	6145	4356	3465	3179	2112	2061	2370	15567	25242	16991	19940	21004	18769	10798	24081	32638	37691	34318
Locomobile			230	828	2586	2037																			
Marmon	2893	2830	2613	4618	3512	10095	14770																		
Maxwell	33419	42788	44006	36236																					
Marquette								††	††																
Mercer	300																								
Mercury																	6835	65884	80418	81874	61187	111198	137512	186629	318217
Mitchell	2290	623	78																						
Moon	2862	5820	7567	7525	4702	3375																			
Moon-Diana							2748																		
Nash	30454	41838	47571	73384	116780	109979	115172	105113	51086	39366	20233	11353	14315	17739	26766	70568	31814	54050	52853	77824	85169	102808	104156	135328	175722
National	351																								
Oakland	13347	23513	31836	34926	49668	42756	37100	**	**	**															
Oldsmobile	15095	20291	39031	34334	48128	48573	73713	89425	50503	46890	24128	35295	71676	149375	178488	188302	92398	146412	201256	230367	93094	180078	175531	269351	372519
Overland	52072	88336	106950	117525	96057																				
Packard	9050	13382	14220	23948	29589	31355	42961	44634	28318	16252	11058	9081	6552	37653	68772	95463	49163	62005	73794	69653	36435	47875	77843	97771	73155
Paige	7462	4047	5913	3703	15873	18256																			
Peerless	2958	4775	3936	4755	10437	9872	7749																		
Pierce-Arrow	1240	1669	2078	5231	5682	5836	5736	8422	6795	4522	2692	2152	1740	875	787	166									
Plymouth								84998	64305	94276	111926	249667	302557	382985	499580	462268	286241	348807	440093	452187	211800	313118	347174	527915	547367
Pontiac					50269	114293	183994	**186626	**90039	**86139	47926	85348	72645	140122	171669	212400	98399	159836	235815	286123	113109	206411	228939	321033	440528
R. & V. Knight			273																						
Reo	9460	13099	11249	13700	10255	19394	21379	17320	11449	6761	3870	2623	3854	3894	3146										
Rickenbacker	2262	5958	6583	8049	4050																				
Rockne											††														
Rollin			3662	2088																					
Saxon	521																								
Star		75185	62037	70339	79314	55039	47954																		
Stearns-Knight	1191	1543	1945	1573		927	1184																		
Stephens	2064	3156	1213																						
Studebaker	70419	94023	94700	107732	93482	86439	84545	‡82839	56525	46532	††41968	36242	41560	39573	67835	70054	41504	84660	102281	114331	58051	102123	143120	199460	268229
Stutz	769	1602	1167	1190	3692	2906	2430																		
Terraplane											§28778	35831	40510	53838	78471	¶	¶								
Velie	3729	4151	4384	4715	3804	4046																			
Viking																									
Westcott	1024	862	377	245																					
Whippet						99533	191220	x	x	x	x														
Wills-Ste. Claire	2736	1554	2020	1796	1929																				
Willys-Knight	12578	31449	29872	40137	43498	39873	40140	x112983	x	x	x														
Willys-Overland									x65766	x51341	x25898	15667	6576	10439	12423	51418	13012	14734	21418	22102	2329	23400	21408	28576	33926
Winton	461	340	129																						
Wolverine						2750																			
Yellow		1670	1499	1163																					
Electrics	405	368	76	22																					
Miscellaneous, Gas	17622	10593	6230	7854	16974	6815	7562	150511	43343	21272	5405	1245	324	1858	5294	1441	1516	3016	5254	3867	647	894	10433	10148	13259
TOTALS	1568505	2487876	x2830122	2967755	3228695	2623538	3139579	3848937	2626068	1908016	1096399	1493794	1888557	2743908	3404497	3483752	1891021	2653377	3415905	3731166	1815196	3167231	3490952	4838342	6326438

*Auburn and Cord combined.
†Buick and Marquette combined.
‡Erskine and Studebaker combined.

xSales in Conn., Miss., Nev., Tenn., and Va. estimated.
xWhippet, Willys-Knight and Willys-Overland combined.
xxHenry J included.

§Essex and Terraplane combined.
¶Hudson and Terraplane combined.
**Oakland and Pontiac combined.
††Rockne and Studebaker combined.

1951 and 1952 New-Car Registrations are on Page 24

Source: R. L. Polk & Co.

New Truck Registrations by Makes and Years, 1926-1952

Make	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	1951	1952
Acme	483	452	388	300																			
American LaFrance			347	329																			
Armleder			79																				
Atterbury			141	141																			
Austin								1053	494	181												65	48
Autocar	2548	2059	2353	2987	2009	1748	1015	1127	1139	1001	1451	2181	1617	2044	1944	2510	4755	4334	2770	1655	2072	2112	1595
Available																			49	27	30	24	24
Bantam														590	335	40							
Biederman																			5	5	8	1	
Brockway	1748	1871	2314	3063	*3780	*1685	752	875	1213	1245	1695	1593	1303	1815	1672	2294	3683	4255	2958	1626	2384	2182	1752
Brown																			183	154	316	230	117
Buick									152	116													
Chevrolet	55623	104832	133682	160959	118253	99600	60784	99880	157507	167129	204344	183674	119479	169457	185636	212797	171618	235803	302219	345519	414496	350344	272249
Coleman																			6	4	11	1	1
Commerce			65	16																			
Corbitt																			268	100	109	153	49
Crosley																			2411	871	422	434	243
Dart																			36	22	24	12	9
Diamond T	1722	1834	2312	3586	2888	2483	2250	4139	5440	6454	8750	8118	4393	5412	6354	6077	5093	10475	10657	5172	5675	4508	3420
Divco													1229	1481	1662	2306	3734	4893	5618	3577	4309	3752	2752
Dodge	24281			28759	15558	13518	8744	28034	48252	61488	85295	64098	33656	48049	54323	62925	96490	126736	114431	116956	99716	106600	102129
Dover				401																			
Duplex																			45	11	7	5	10
English Austin																			18	97	108		
Euclid																			120	42	59	89	39
Fageol				792																			
Fargo			281	3391																			
Federal	5398	3848	3111	2854	2095	1523	1167	1360	1962	2190	2930	2339	1370	1837	1613	1611	4557	6020	4026	1225	1469	1008	841
Ford	200163	99451	65247	223425	197216	138854	66937	62397	128250	185848	177244	189376	100959	128889	159514	174024	131469	186414	225729	202179	315912	250802	179523
Freightliner													274	182	252	280			105	57	83	126	195
FWD																	585	1195	811	337	323	501	543
Garford	712	573	341	114																			
GMC	2797	6637	17568	14300	9004	6919	6359	6602	10449	11442	26980	43522	20152	34908	38841	45703	25645	49187	74857	80407	97200	100285	79612
Gotfredson			460	190																			
Graham	24803	42359	36542																				
Gramm			75																				
Hahn				125															14	52			
Hendrickson																			58	59	88	103	71
Hudson										638	1905	4823	719	409	760	736	2543	2534	117				
Indiana	944	1136	1290	1471			957	1252	729	862	1705	1371	435	178									
International	14247	16363	26196	31438	23703	21073	15752	26658	31555	53471	71958	76174	55836	66048	76833	92482	78392	113151	125203	91164	97818	95184	92788
Kenworth																			478	392	673	669	705
Kleiber			380	326																			
Larrabee			381	363																			
Linn																			81	23	9	1	
Mack	8718	6268	6898	6867	4943	2945	1425	1652	1830	1515	4226	5513	4406	6670	7736	9468	4687	10917	9795	6866	9908	9794	7138
Marmon-Herrington																			568	189	97	55	29
Martini																			2	2			
McDonald																			4	2			
Moreland			686	715																			
Nash																			32	236	52	211	1047
Oshkosh																			173	115	100	92	129
Overland	813	399																					
Paterbilt																		195	279	249	280	301	236
Pierce-Arrow	1177	613	803	494																			
Plymouth									123	660	2420	13709	6652	8294	9528	7732							
Pontiac		3611																		775	1362	908	541
Relay			205	511																			
Renault																			2				
Reo	13466	10345	16325	13241	6427	5166	3187	3042	5035	5101	4227	4254	2929	853	624	1543	10489	12911	10773	4003	3876	3427	3393
Republic	990	1093	686	435																			
Rugby			489	1248																			
Ruggles	430	295	127	16																			
Sanford			77																				
Schacht			395	280																			
Selden	551	408	430	269																			
Service			82	38																			
Star			471																				
Sterling	714	703	1049	1584	1224	739	227	108	134	174	277	311	267	326	341	440	510	576	411	229	354	334	250
Stewart	1243	1541	1959	2160	2315	1394	867	684	736	880	1280	1148	390	70									
Studebaker			1340	1622	1518	3495	2430	†2413	1697	2100	3279	5129	2000	2110	1206	5078	25360	41861	50657	55099	45881	32675	28985
Terraplane					‡589				517														
Thames																			715	1216	258	171	118
Walter																			132	76	82	80	100
Ward LaFrance																		509	271	88	46	45	78
Whippet			2681	5991																			
White	8872	7175	6272	6096	4395	2561	2138	1384	3963	3304	5757	5933	3514	4558	6468	9271	10117	13086	11603	8318	12050	12260	10858
Willys					§4264	§3131	1132	233	25	2280	2441	1122	1889	1634	2291	2031	42135	49819	76585	32765	24640	24292	20356
Willys-Knight			538	612																			
Yellow	1642	1079	148																				
Electrics			502	578																			
Miscellaneous	13256	13020	5406	4970	10307	6966	4290	2976	2684	2604	3480	3861	1880	934	1217	1389	3387	4261				15	126
TOTALS	387341	327965	341122	527057	410488	313800	180413	245869	403886	510683	611644	618249	365349	486748	559150	640697	625249	879132	1035174	961961	1142307	1003850	812099

*Includes Indiana. †Includes Rockne ‡Essex in 1930 §Includes Whippet and Willys-Knight.

Source: R. L. Polk & Co.

World Motor Vehicle Registrations, as of January 1, 1952

(Prepared by Motor Vehicle Div., NPA, Dept. of Commerce.)

COUNTRY	Passenger Cars	1) Taxicabs	Trucks	2) Busses	Truck-Trailers	TOTAL
Aden 3)	1,590	..	400	..	..	1,990
Aegean Islands 4)	400	..	5)	..	..	400
Afghanistan 4)	731	..	3,603	225	..	4,559
Albania 4)	600	..	1,400	..	..	2,000
Algeria	48,436	..	34,955	..	..	83,391
Anglo Egyptian Sudan 3)	5,200	..	5,700	..	..	10,900
Angola	2,906	360	9,075	32	36	12,373
Antigua 4)	556	..	96	20	..	672
Arabia 4)	7,000	..	7,000	450	..	14,450
Argentina 3)	330,000	..	236,000	..	..	566,000
Australia 6-30-52	1,032,358	..	583,247	..	..	1,615,605
Austria 10-31-51	56,602	2,820	50,220	3,521	30,685	113,163
Azores 4)	800	..	300	..	..	1,100
Bahamas 3)	1,910	..	720	..	..	2,630
Bahrein 2)	250	..	250	30	..	530
Barbados 3)	4,000	..	1,500	..	..	5,500
Belgium Congo 3)	13,500	..	17,900	..	..	31,400
Belgium	297,797	19,941	151,480	2,495	14,232	471,713
Bermuda 3)	2,810	..	710	..	..	3,520
Bolivia 4)	3,400	..	8,200	500	..	12,100
Borneo North 3)	920	..	640	..	..	1,560
Brazil	207,105	55,424	208,294	16,144	1,950	486,967
British East Africa:						
Kenya	19,476	332	16,065	724	..	36,597
Nyasaland 3)	2,400	..	1,600	..	..	4,000
Tanganyika	6,854	..	6,876	901	..	14,631
Uganda	6,396	..	3,736	..	69	10,132
Zanzibar	753	..	140	298	..	1,191
British Guiana	2,629	1,149	965	74	..	4,817
British Honduras 3)	270	..	400	..	..	670
British Somaliland 4)	75	..	800	5	..	880
British West Africa:						
Gambia 3)	350	..	640	..	..	990
Gold Coast	6,644	..	11,674	..	..	18,318
Nigeria	11,879	595	10,908	..	630	23,382
Sierra Leone 1-1-50	911	29	911	36	..	1,887
Brunei	247	..	160	62	..	469
Bulgaria	4,500	..	9,000	1,000	..	14,500
Burma 3)	7,700	..	12,000	..	..	19,700
Canada	2,099,619	..	699,850	9,258	13,800	2,808,727
Canary Islands 3)	2,300	..	2,000	..	..	4,300
Ceylon	39,179	..	12,612	3,333	528	55,124
Channel Islands 1-1-50	8,817	..	4,730	..	..	13,547
Chile	38,634	4,756	30,998	4,222	..	78,610
China 4)	3,000	..	46,000	4,000	..	53,000
Columbia 4)	40,500	..	34,100	8,900	..	83,500
Cook Islands 4)	58	..	83	..	..	141
Costa Rica	4,595	548	2,764	856	35	8,763
Cuba	68,260	18,204	37,215	4,930	..	128,609
Cyprus 1-1-53	4,793	620	3,710	..	..	9,123
Cyrenaica 3-31-52	521	2	1,453	31	149	2,007
Czechoslovakia	105,000	..	64,980	1,800	..	171,780
Denmark 4)	121,395	..	62,927	2,900	..	187,222
Dominica 4)	136	..	67	25	..	228
Dominican Republic	3,971	1,607	4,230	574	..	10,382
Ecuador	4,200	..	8,100	..	..	12,300
Egypt	54,933	10,976	15,559	4,129	..	85,597
Eritrea	1,600	..	5)	..	..	1,600
Ethiopia 4)	3,926	..	4,092	39	..	8,057
Falkland Islands 4)	83	..	48	..	..	131
Faroe Islands	500	..	5)	..	..	500
Fiji 3)	1,910	..	1,250	..	..	3,160
Finland	36,806	6,000	37,199	3,937	5,145	83,942
France	1,670,500	..	941,200	24,000	..	2,635,700
French Equatorial Africa 4)	5,725	..	13,638	..	..	19,363
French Guiana	235	..	126	15	..	376
French Indo China 4)	24,000	..	10,500	..	..	34,500
French Somaliland	336	..	238	..	..	574
French West Africa:						
Dahomey	569	..	1,778	..	..	2,347
Dakar	5,433	290	6,240	..	..	11,963
Guinea	1,256	..	3,351	..	..	4,610
Ivory Coast	1,880	..	6,714	..	..	8,594
Mauretania	42	..	163	..	..	205
Niger	91	..	582	..	..	673
Senegal	829	..	2,899	..	..	3,728
Soudan	752	..	3,448	..	..	4,200
Germany, Federal Republic	903,575	..	511,960	19,546	..	1,435,081
Gibraltar	2,109	..	371	74	..	2,554
Gilbert and Ellice Islands	5	..	15	..	..	20
Greece	4,930	4,407	17,692	4,711	231	31,740
Greenland	22	..	5)	..	..	22
Grenada	706	..	233	..	..	939
Guadeloupe	3,233	..	2,974	..	..	6,207
Guatemala	6,590	..	7,836	..	20	14,426
Haiti	3,145	496	1,565	15	..	5,221
Honduras	1,179	353	2,357	88	15	3,977
Hong Kong	10,703	344	3,240	443	20	14,730
Hungary 1-1-49	10,988	..	10,075	633	..	21,696
Iceland	4,327	..	6,022	285	..	10,634
India	170,000	..	108,155	26,500	..	304,655
Indonesia	39,435	..	27,085	8,474	..	74,994
Iran 1-1-53	17,069	5,927	15,672	5,210	..	43,878
Iraq	5,983	4,618	6,347	3,178	69	20,126
Ireland 1-1-53	110,000	..	27,500	6,200	384	143,700
Israel	10,611	1,580	14,359	1,512	242	28,062
Italy	443,855	..	255,394	6,635	28,289	705,884
Jamaica 3)	560	..	11,800	..	..	12,360
Japan	57,533	..	318,522	21,220	2,460	397,275
Jordan	2,488	..	1,990	394	..	4,872
Korea 1-1-50	2,568	1,492	9,679	998	..	14,737
Lebanon 3)	12,800	..	400	..	..	13,200
Liberia 4)	1,100	..	700	10	..	1,810
Libya	1,100	..	1,100	..	..	2,200
Luxembourg 3)	11,000	..	4,600	..	..	15,600
Macau	382	..	250	..	..	632
Madagascar	4,968	..	7,069	203	150	12,240
Madeira 4)	774	..	496	..	..	1,270
Malaya, Federation of 1-1-53	41,805	3,046	17,933	1,943	..	64,727
Maltese Islands 1-1-53	6,634	527	2,468	557	10	10,186
Martinique	3,984	180	2,816	313	..	7,293
Mauritius	3,298	697	1,279	191	83	5,465
Mexico	190,665	18,605	132,708	19,326	..	261,304
Monaco	1,500	..	5)	..	..	1,500
Montserrat 4)	70	..	16	15	..	101
Morocco						
French	51,150	..	32,000	..	..	83,150
International	3,268	160	940	36	..	4,404
Spanish—						
Inc. Cerita & Melilla	1,320	325	1,162	250	1	3,057
Mozambique	7,028	..	8,085	..	..	15,113
Netherlands 3)	157,000	..	91,900	..	..	248,900
Netherland West Indies:						
Aruba 5-1-52	3,505	146	1,046	31	10	4,728
Bonaire 1-1-50	65	..	39	..	..	104
Curacao	5,390	136	1,875	452	14	7,853
New Caledonia	2,305	27	1,541	..	..	3,873
New Guinea—See Papua						
New Zealand	271,963	4,073	101,500	2,345	38,346	379,881
Nicaragua	1,867	540	1,507	220	21	4,134
Niue	6	..	7	..	..	13
Northern Ireland 4)	54,583	..	21,339	1,355	..	77,277
Norway	64,400	5,093	55,447	4,408	6,764	129,348
Pakistan 4)	24,740	..	7,946	5,969	..	38,655
Panama 4)	25,800	..	2,175	1,200	173	29,175
Papua and New Guinea	613	70	971	14	50	1,668
Paraguay	2,519	..	1,070	446	..	4,035
Peru	24,933	8,739	25,174	2,965	..	61,811
Philippine Islands 3)	46,900	..	50,800	..	..	97,700
Poland 6-1-48	28,200	..	40,766	..	..	68,966
Portugal	60,100	6,100	31,484	2,500	100	100,184
Portuguese India 1-1-49	866	..	727	..	..	1,593
Reunion	4,150	..	5)	..	..	4,150
Rhodesia, Northern 3)	9,600	..	8,600	..	..	18,200
Rhodesia, Southern 3)	34,000	..	23,000	..	..	57,000
Rumania 4)	14,000	..	10,000	2,000	..	26,000
St. Kitts and Nevis 1-1-50	198	..	93	..	..	291
St. Lucia 4)	353	..	112	80	..	545
St. Pierre—Miquelon 4)	57	..	54	..	..	111
St. Vincent	250	..	70	..	..	320
Salvador, El.	6,458	..	3,862	823	100	11,143
Samoa, American 4)	220	..	5)	..	..	220
Samoa, Western	310	..	5)	..	..	310
Sarawak 3)	800	..	910	..	..	1,710
Seychelles	223	21	42	27	..	313
Siam	11,613	..	6,869	5,042	..	23,524
Singapore, Colony of	22,741	1,534	7,852	424	68	32,551
Society Islands	1,600	..	5)	..	..	1,600
Southwest Africa	6,980	..	6,000	..	..	12,980
Spain 3)	92,300	..	87,000	..	..	179,300
Surinam	1,345	..	648	117	..	2,110
Sweden	313,068	..	89,486	7,818	..	410,372
Switzerland 3)	168,000	..	43,700	..	..	211,700
Syria	4,634	810	4,557	1,116	..	11,117
Taiwan (Formosa)	2,248	..	3,689	1,322	..	7,259
Trinidad & Tobago 3)	15,000	..	6,400	..	..	21,400
Tunisia	20,906	..	10,669	593	..	32,168
Turkey	13,405	..	15,404	3,755	..	32,564
Union of South Africa	494,230	..	138,333	4,806	..	637,369
United Kingdom (England, Scotland and Wales)	2,434,900	6) 52,300	923,900	77,600	..	3,488,700
U.S.S.R.	180,000	..	1,600,000	20,000	..	1,800,000
Uruguay	45,000	..	25,000	2,000	..	72,000
Venezuela 3)	74,100	..	61,900	..	..	136,000
Yogoslavia 3)	6,900	..	18,200	..	..	25,100
Total Countries Except U. S.	13,356,146	245,999	8,570,938	377,854	144,879	22,550,937
United States	42,682,591	..	9,000,913	230,461	..	51,913,965
Alaska 4)	26,101	..	12,565	306	..	38,972
Hawaii 4)	125,292	..	26,669	814	..	152,775
Puerto Rico 4)	46,029	..	20,460	836	..	67,325
Virgin Islands 4)	1,230	..	679	15	..	1,924
TOTAL—United States and Territory	42,881,243	..	9,061,286	232,432	..	52,174,961
GRAND TOTAL	56,237,389	245,999	17,632,224	610,286	144,879	74,725,898

1) Where taxicabs are not listed separately they are included with passenger cars.

2) Where not separately shown they are included with trucks.

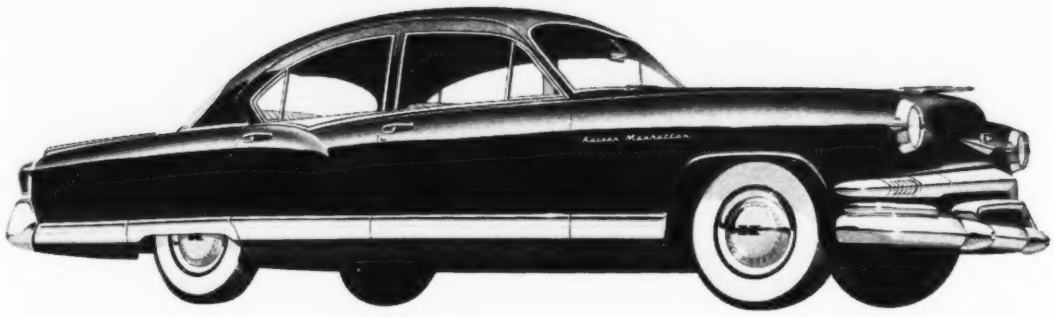
3) Source: United Nations.

4) Source: American Automobile.

5) Included with passenger cars.

6) Including 37,600 other vehicles.

$5,000,000 EXTRA "TAKE-HOME" PAY



For dealers with this franchise!

Regardless of the make of car you are now selling, it will pay you to find out about the *completely new* and unique Kaiser-Frazer retroactive bonus plan and the fairest dealer franchise in the industry.

This year, Kaiser-Frazer will pay individual dealers $20,000 . . . $30,000 . . . $50,000 . . . $100,000 . . . under a new bonus plan.

This plan pays a bonus on every car you sell, and when you reach each new volume bracket, the highest rate you have earned applies to *every car* you have sold during the year.

And the rate is high; *nearly twice as high per car* as the next best bonus plan in the industry!

That is why Kaiser-Frazer dealers will have earned over $5,000,000 in extra *bonuses* by the end of this year.

That is why the earnings of hundreds of Kaiser-Frazer dealers are higher than you think! But—in addition to the money that is being made in retroactive bonuses—Kaiser-Frazer dealers do business under the most modern franchise in the industry! Just compare its advantages with the agreement you have tucked away in your office safe:

The industry's fairest franchise

1 ***A continuing sales agreement*** —Complete protection of your investment. No cancellation on short notice without cause. No automatic expiration.

2 ***Equitable discounts*** —on all models. Higher than average—on new cars, parts and accessories.

3 ***A Fleet Sales Plan*** — Cash rebates, paid by the factory on volume purchases. A brand new incentive plan for the dealer and the customer, far superior to any other fleet agreement in the industry.

4 ***100% Reimbursement on Warranty Claims*** — with prompt adjustment by the factory for parts and your full retail labor rate. The dealer, cannot lose.

5 ***Protection Against Model and Price Change*** — A generous allowance on old model inventory, and you are assured of automatic rebates on stocks in the event of price reduction.

6 ***Modern Passenger Cars Only*** —No trucks. A line of cars, complete from the lowest-priced full-sized car in the industry to the medium-priced field that enables you to sell over 93% of the market.

7 ***The Finest Retroactive Bonus Plan in Industry*** . . . by far! This plan actually helps you become a high-volume dealer, but regardless of volume, you make more money on the cars you sell!

More advantages to the Kaiser-Frazer dealer

Territories are selected with the idea that dealers must make money to succeed. You compete only with other makes, not with other Kaiser-Frazer dealers.

Transportation methods are specified by dealers. Cars are shipped by the carrier requested.

The Kaiser-Frazer dealer buys what he needs to conduct a profitable business. No unwanted equipment, parts or accessories. If the dealer orders a car with overdrive, *he gets overdrive*. It is Kaiser-Frazer policy to deliver new cars exactly as ordered whenever this is humanly possible.

When a Kaiser-Frazer dealer is signed, he is expected to have a sufficient capital investment in his facilities to conduct a profitable business. He is not expected to over-extend himself to provide a facility that is inconsistent with the potential of his market.

The Kaiser-Frazer dealer is an independent business man in the true sense of the word. Policy decisions that should be made by the dealer are made by the dealer, and his advice is asked on matters that are ordinarily *factory policy*. Before major factory decisions are made, dealers are consulted, either through a field survey or through a factory council meeting.

Team spirit

Add to all these profit-making ingredients something only this franchise can guarantee you, the trust, friendship and cooperation of a young, progressive factory team. A family team that believes in mutual respect, recognizing that the very success of the factory depends on the success of each and every dealer.

Take a look at Kaiser-Frazer!

There are a great many more advantages in a Kaiser-Frazer franchise. If you call or write any one of the General Sales Managers listed here, you will get the complete story. (And you can be sure that your confidence will be respected.)

Detroit: Mr. E. W. Berger
Kaiser-Frazer Sales Corp.
Willow Run, Mich. LO 1-7100, Ext. 8383

New York City: Mr. F. J. Brosnan
Kaiser-Frazer Sales Corp.
1710 Broadway, N. Y. C. Plaza 7-8400

Washington: Mr. J. R. Davis
Kaiser-Frazer Sales Corp.
922 Cafritz Bldg., 1625 Eye St. NW
Washington, D.C. Sterling 3-1555

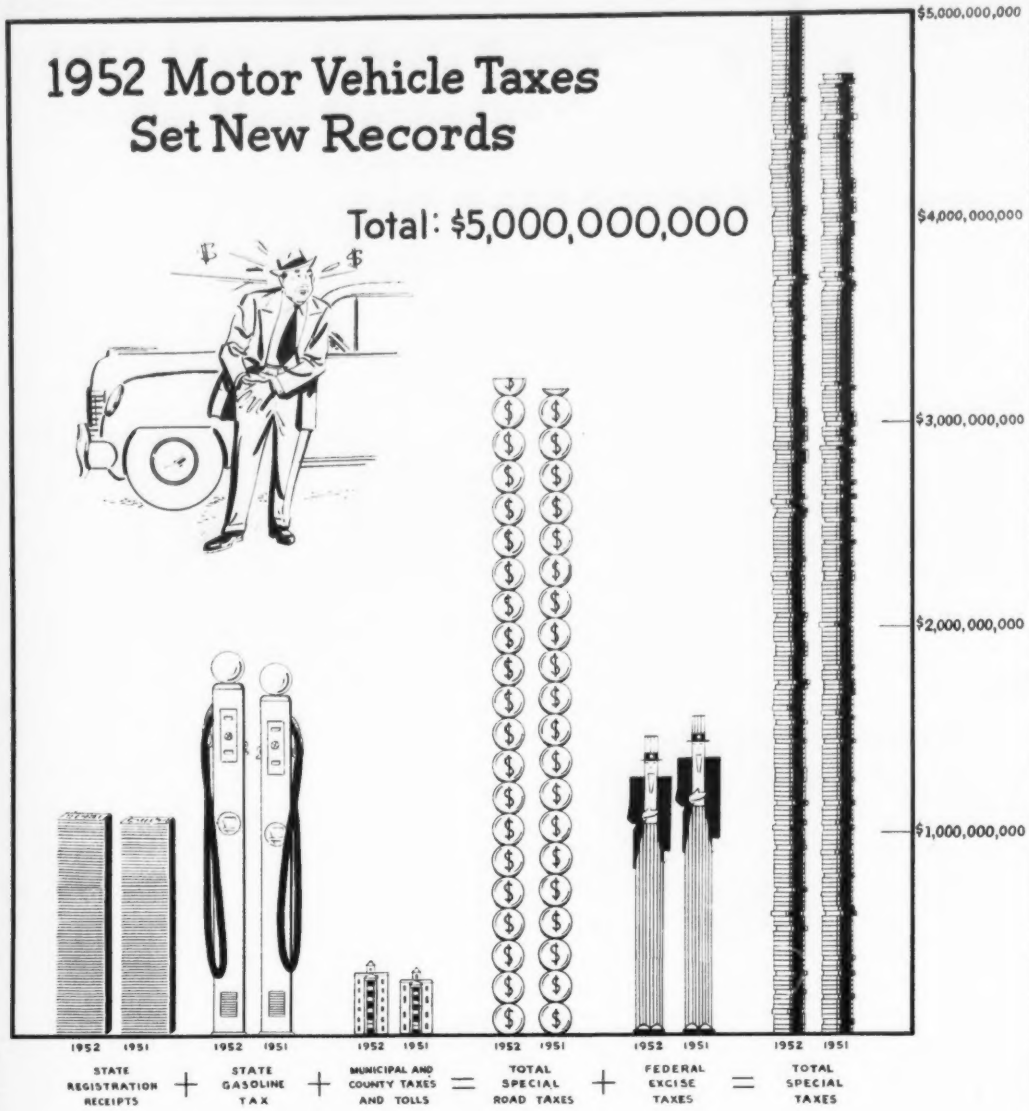
Atlanta: Mr. R. E. Duffy Jr.
Kaiser-Frazer Sales Corp., Room 401, 800 Peachtree St.
Atlanta, Ga. Vernon 5805

Chicago: Mr. C. P. Noonan
Kaiser-Frazer Sales Corp.
Suite 456, Pure Oil Bldg., Wabash at Wacker Drive
Chicago, Ill. Andover 3-7027

San Francisco: Mr. K. S. Moyer
Kaiser-Frazer Sales Corp., 44 McLea Court
San Francisco, Cal. Underhill 3-0071

Dallas: Mr. C. W. Grinstead
Kaiser-Frazer Sales Corp.
Textile Bldg. Room 201, 2111 North Akard
Dallas, Texas. Prospect 2423

Kaiser★Frazer . . . the priceless franchise



	State Gross Registration Receipts (1)	State Gasoline Tax (Net) (1)	Municipal and County Taxes and Tolls (2)	Total Special Road Taxes	Federal Excise Taxes (3)	Total Special Taxes
1925	$ 260,583,000	$ 148,358,000	$ 43,085,000	$ 452,026,000	$ 145,302,000	$ 597,328,000
1926	288,236,000	187,603,000	50,051,000	525,890,000	96,432,000	622,322,000
1927	300,872,000	258,967,000	55,875,000	615,714,000	60,504,000	676,218,000
1928	322,577,000	305,234,000	61,738,000	689,549,000	28,222,000	717,771,000
1929	347,697,000	431,636,000	70,451,000	849,784,000	.....	849,784,000
1930	355,580,000	494,683,000	74,470,000	924,733,000	.....	924,733,000
1931	344,313,000	537,589,000	78,696,000	960,598,000	.....	960,598,000
1932	325,104,000	514,139,000	74,470,000	914,813,000	75,356,000	990,169,000
1933	301,314,000	519,403,000	75,460,000	896,177,000	230,649,000	1,126,826,000
1934	316,754,000	566,642,000	80,714,000	964,110,000	235,743,000	1,199,853,000
1935	335,401,000	619,677,000	87,822,000	1,042,900,000	256,671,000	1,299,571,000
1936	374,920,000	691,420,000	95,025,000	1,161,365,000	197,142,000	1,458,507,000
1937	415,829,000	761,998,000	101,539,000	1,279,366,000	326,515,000	1,605,881,000
1938	405,246,000	771,764,000	105,190,000	1,282,200,000	267,959,000	1,550,159,000
1939	430,549,000	821,656,000	117,207,000	1,369,412,000	324,012,000	1,693,424,000
1940	457,091,000	870,136,000	129,360,000	1,456,587,000	416,394,000	1,872,981,000
1941	511,242,000	957,312,000	144,360,000	1,612,914,000	572,759,000	2,185,673,000
1942	470,864,000	844,855,000	124,637,000	1,440,356,000	626,055,000	2,066,411,000
1943	449,724,000	659,125,000	104,722,000	1,213,571,000	445,814,000	1,659,385,000
1944	445,620,000	680,950,000	40,078,000	1,231,448,000	486,097,000	1,717,545,000
1945	467,589,000	783,691,000	117,693,000	1,368,973,000	556,963,000	1,925,936,000
1946	551,318,000	1,064,681,000	155,822,000	1,771,821,000	798,406,000	2,570,227,000
1947	646,097,000	1,206,305,000	183,038,000	2,035,440,000	1,039,373,000	3,074,813,000
1948	755,183,000	1,350,028,000	213,597,000	2,318,808,000	1,154,370,000	3,473,178,000
1949	833,639,000	1,474,508,000	235,699,000	2,543,846,000	1,280,663,000	3,824,509,000
1950	948,333,000	1,667,229,000	264,328,000	2,879,890,000	1,479,471,000	4,359,361,000
1951	1,054,136,000	1,812,624,000	291,000,000	3,157,760,000	1,550,467,000	4,708,227,000
1952*	.....	.....	.....	.....	.....	5,000,000,000

These are special taxes on motor vehicle users. Income and property taxes on motor vehicle, body, parts, and tire factories, garages, dealers, repair shops, terminal and truck, taxicab and bus operating companies not included.
(1) U. S. Bureau of Public Roads Registration receipts include special motor carrier fees.
(2) Estimated from data compiled by the Board of Investigation and Research.
(3) Bureau of Internal Revenue and U. S. Bureau of Public Roads. Not a road tax*
*Preliminary.

Source: Automobile Manufacturers Assn

Average Auto Employment

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR AND MONTH	Number (thousands)	Number (thousands)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1949—January	794.0	664.6	67.74	39.8	1.702
February	772.5	648.9	66.91	39.5	1.694
March	775.6	646.1	62.96	37.7	1.670
April	777.9	648.8	64.77	38.6	1.678
May	726.9	600.5	63.22	37.3	1.695
June	775.6	646.1	66.94	39.4	1.699
July	799.0	669.5	68.67	40.3	1.704
August	807.0	678.0	67.78	39.8	1.703
September	810.2	686.3	69.33	40.4	1.716
October	789.2	666.1	65.87	39.0	1.689
November	697.1	582.1	61.03	36.2	1.686
December	703.2	585.1	65.44	38.2	1.713
1950—January	797.4	675.4	70.14	40.9	1.715
February	689.0	567.1	67.64	39.6	1.708
March	698.9	575.6	69.08	40.4	1.710
April	720.3	595.3	73.77	42.2	1.748
May	862.4	736.3	71.66	41.4	1.731
June	893.4	764.7	75.76	42.8	1.770
July	883.7	756.7	74.35	42.1	1.766
August	907.9	780.9	75.21	42.3	1.778
September	913.3	787.8	73.81	40.6	1.818
October	922.7	794.8	75.21	41.1	1.830
November	887.7	760.4	72.76	39.5	1.842
December	895.7	767.3	76.28	40.9	1.865
1951—January	897.6	767.3	71.48	38.7	1.847
February	925.8	790.6	74.29	39.9	1.862
March	935.6	793.4	76.13	40.3	1.889
April	913.9	774.1	74.52	39.7	1.877
May	891.4	752.4	74.90	39.8	1.882
June	875.6	738.1	74.88	38.9	1.925
July	819.1	684.0	73.30	37.9	1.934
August	812.4	675.1	76.31	39.5	1.932
September	816.7	678.6	77.53	39.8	1.948
October	807.1	667.4	77.34	39.7	1.948
November	794.5	654.6	76.44	39.1	1.955
December	786.0	645.3	79.91	40.4	1.978
1952—January	775.0	633.2	80.55	40.5	1.989
February	776.9	634.0	79.83	40.4	1.976
March	786.6	642.6	80.84	40.0	2.001
April	809.8	663.2	79.68	39.9	1.997
May	812.9	667.4	80.24	40.1	2.001
June	820.3	671.9	79.27	39.4	2.012
July	668.4	520.7	71.33	35.9	1.987
August	674.3	525.3	77.76	38.4	2.025
September	828.5	680.2	88.20	41.8	2.110
October	857.1	706.2	92.28	43.1	2.141
*November	891.9	740.3	90.57	42.4	2.136
*December	920.1	767.3	93.79	43.5	2.156

*Preliminary estimates.

Source: Bureau of Labor Statistics.

How Car Makers Fare . . .

U. S. Sales: Postwar vs. Prewar

	Total Sales 1937-41	Pct. of Prewar Total	Total Sales 1946-52	Pct. of Postwar Total	Gain or Loss
CHRYSLER CORP.	3,708,625	24.4	6,042,676	20.9	−3.5
Chrysler	444,906	2.9	809,361	2.8	−0.1
DeSoto	324,578	2.1	632,494	2.2	+0.1
Dodge	949,545	6.3	1,677,664	5.8	−0.5
Plymouth	1,989,596	13.1	2,923,157	10.1	−3.0
FORD MOTOR CO.	3,092,842	20.4	6,342,447	22.0	+1.6
Ford	2,755,885	18.2	4,914,030	17.0	−1.2
Lincoln	101,946	0.7	194,452	0.7	.....
Mercury	235,011	1.5	1,233,965	4.3	+2.8
GENERAL MOTORS	6,811,805	44.9	12,280,364	42.6	−2.3
Buick	1,194,807	7.9	2,228,522	7.7	−0.2
Cadillac	200,604	1.3	503,928	1.8	+0.5
Chevrolet	3,565,086	23.5	6,051,468	21.0	−2.5
Oldsmobile	858,735	5.7	1,582,254	5.5	−0.2
Pontiac	992,573	6.5	1,914,192	6.6	+0.1
TOTAL BIG THREE	13,613,272	89.7	24,665,487	85.5	−4.2
KAISER-FRAZER	.....	.....	639,305	2.2	+2.2
CROSLEY	.....	.....	69,346	0.2	+0.2
HUDSON	347,011	2.3	712,807	2.5	+0.2
NASH	287,109	1.9	885,738	3.1	+1.2
PACKARD	350,078	2.3	466,424	1.6	−0.7
STUDEBAKER	412,830	2.7	1,134,399	3.9	+1.2
WILLYS-OVERLAND	122,684	0.8	176,704	0.6	−0.2
MISCELLANEOUS*	42,728	0.3	107,356	0.4	+0.1
TOTAL INDEPENDENTS	1,562,440	10.3	4,192,079	14.5	+4.2
TOTALS	15,175,712	100.0	28,857,566	100.0	

*Including foreign makes. N.B.—Cadillac's prewar total includes 84,434 Lasalles.

Men Employed on Federal, State Highway Construction

MEN EMPLOYED ON ALL FEDERAL AND FEDERAL-AID HIGHWAY CONSTRUCTION

	Fiscal Year 1946	Fiscal Year 1947	Fiscal Year 1948	Fiscal Year 1949	Fiscal Year 1950	Fiscal Year 1951	Fiscal Year 1952
July	9,166	45,426	79,684	85,462	94,216	89,507	85,557
August	19,595	51,768	87,325	82,084	94,445	92,491	85,851
September	11,118	56,848	82,498	77,548	92,337	89,334	80,718
October	10,725	55,080	76,324	73,143	90,633	85,374	75,606
November	9,742	47,570	59,971	58,005	67,787	68,343	57,581
December	7,542	35,248	42,903	39,667	47,008	43,970	41,427
January	6,765	27,693	30,746	28,173	33,483	35,076	32,718
February	8,120	29,963	26,386	27,816	33,434	31,995	35,057
March	11,471	34,904	33,238	35,677	39,951	39,417	40,988
April	18,941	47,884	52,240	50,580	52,119	55,889	61,961
May	26,946	62,269	69,849	68,146	70,223	70,590	75,293
June	35,626	73,165	77,163	77,189	81,561	79,456	88,064

TOTAL MEN EMPLOYED ON ALL FEDERAL AND STATE HIGHWAY CONSTRUCTION AND MAINTENANCE

	Fiscal Year 1946	Fiscal Year 1947	Fiscal Year 1948	Fiscal Year 1949	Fiscal Year 1950	Fiscal Year 1951	Fiscal Year 1952
July	118,887	188,483	239,993	257,280	270,268	272,151	266,697
August	127,931	199,927	249,975	254,576	274,775	279,899	269,677
September	126,534	199,413	238,151	248,967	268,617	272,652	259,629
October	125,676	198,252	228,623	242,057	259,993	264,036	250,281
November	118,442	184,178	203,397	213,864	228,197	239,320	220,049
December	111,991	161,190	175,880	181,900	193,525	198,344	193,606
January	110,366	150,008	155,958	162,423	169,757	176,631	177,902
February	111,873	151,747	147,489	157,758	167,568	170,219	174,617
March	118,814	160,185	158,506	168,125	178,238	181,656	185,487
April	132,554	174,646	188,248	192,050	199,342	206,836	217,424
May	149,529	200,236	218,178	220,708	230,758	233,946	242,579
June	169,538	223,657	236,838	244,494	257,521	259,254	269,899

Source: National Highway Users Conference

"I can't understand it. Every time we put in data on Cincinnati, this is what we get."

It adds up! More and more automotive advertisers are *recognizing* Cincinnati as a *morning*-newspaper town. Proof?

The Enquirer carries more New Passenger Car and Truck and Tractor advertising linage than any other Cincinnati newspaper.

NEW PASSENGER CAR ADVERTISING

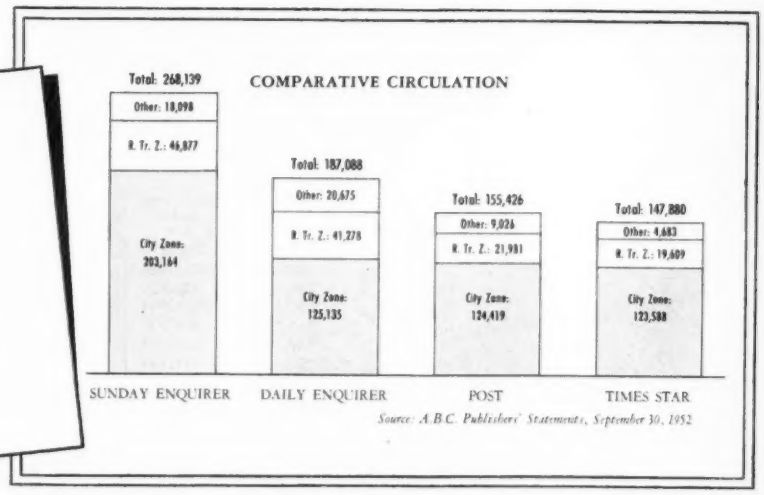
	No. Lines (Year 1952)*	%
ENQUIRER	460,872	38.9
POST	315,472	26.6
TIMES-STAR	409,664	34.5
		100.0

*Source: Media Records

TRUCK AND TRACTOR ADVERTISING

	No. Lines (Year 1952)*	%
ENQUIRER	66,102	39.5
POST	41,491	24.8
TIMES-STAR	59,785	35.7
		100.0

*Source: Media Records



Solid Cincinnati reads THE CINCINNATI ENQUIRER

Represented by Moloney, Regan and Schmitt, Inc.

Gasoline Consumption

By States, 1952

	Gallons
Alabama	*683,300,000
Arizona	314,350,000
Arkansas	448,207,000
California	4,487,131,000
Colorado	525,684,000
Connecticut	573,906,000
Delaware	117,325,000
Dist. of Columbia	*207,300,000
Florida	*1,051,800,000
Georgia	927,151,000
Idaho	220,490,000
Illinois	2,445,212,000
Indiana	1,393,038,000
Iowa	1,006,271,000
Kansas	831,535,000
Kentucky	656,183,000
Louisiana	651,426,000
Maine	*251,900,000
Maryland	644,753,000
Massachusetts	*1,037,600,000
Michigan	2,129,577,000
Minnesota	1,003,968,000
Mississippi	*501,400,000
Missouri	1,359,819,000
Montana	249,632,000
Nebraska	513,327,000
Nevada	*96,800,000
New Hampshire	143,844,000
New Jersey	1,487,170,000
New Mexico	282,273,000
New York	2,941,456,000
North Carolina	1,084,672,000
North Dakota	279,159,000
Ohio	2,463,122,000
Oklahoma	*792,100,000
Oregon	*567,100,000
Pennsylvania	2,480,338,000
Rhode Island	188,748,000
South Carolina	581,024,000
South Dakota	296,467,000
Tennessee	830,198,000
Texas	3,933,866,000
Utah	239,221,000
Vermont	106,885,000
Virginia	997,342,000
Washington	759,398,000
West Virginia	407,574,000
Wisconsin	1,084,252,000
Wyoming	148,725,000
TOTAL	46,424,019,000

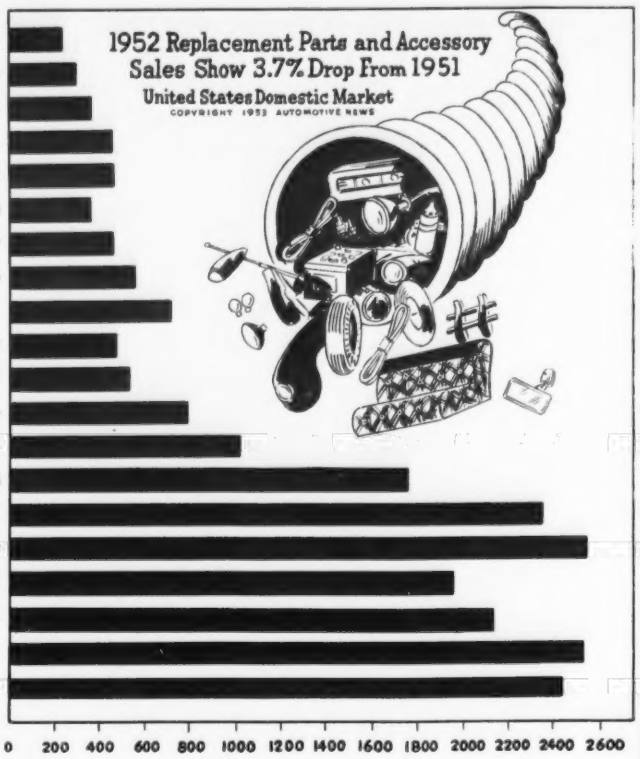
*Estimated.
Source: American Petroleum Institute

GASOLINE PRICES, 1952

Average, 50 Representative Cities

CITY	*Price per Gal.
Portland, Me.	$ .2615
Manchester, N. H.	.2523
Burlington, Vt.	.2780
Boston	.2650
Providence	.2583
Hartford, Conn.	.2332
Buffalo	.2686
New York	.2750
Newark	.2386
Philadelphia	.2519
Dover, Del.	.2725
Baltimore	.2700
Washington	.2610
Charleston, W. Va.	.3020
Norfolk, Va.	.2820
Charlotte, N. C.	.2894
Charleston, S. C.	.2950
Atlanta	.2950
Jacksonville, Fla.	.2913
Birmingham, Ala.	.2933
Vicksburg, Miss.	.3083
Memphis	.2869
Lexington, Ky.	.2980
Youngstown, O.	.2580
South Bend, Ind.	.2682
Chicago	.2586
Detroit	.2628
Milwaukee	.2727
Twin Cities, Minn.	.2778
Fargo, N. D.	.2629
Huron, S. D.	.2866
Omaha	.2603
Des Moines	.2589
St. Louis	.2432
Wichita, Kans.	.2540
Tulsa	.2750
Little Rock	.3004
New Orleans	.2943
Houston	.2500
Alburquerque	.3000
Denver	.2736
Casper, Wyo.	.3050
Butte, Mont.	.2850
Boise, Idaho	.2895
Salt Lake City	.2750
Reno, Nev.	.2952
Phoenix, Ariz.	.2881
San Francisco	.2580
Portland, Ore.	.2850
Spokane, Wash.	.3130
AVERAGE, U. S.	$ .2756

*Includes state, federal and local taxes. Housebrand (regular grade gasoline)
Source: The Texas Company.



Replacement Parts and Accessory Sales

Estimates Are Based on Federal Excise Tax Receipts

Calendar Year	Wholesale Value	Yearly Increase %	Calendar Year	Wholesale Value	Yearly Increase %
1933	$234,461,090	...	1943	$ 527,710,048	12.0
1934	299,879,633	28.0	1944*	789,000,000	49.5
1935	373,159,429	24.6	1945*	1,012,000,000	28.3
1936	454,110,443	21.5	1946*	1,753,000,000	73.2
1937	461,774,995	2.0	1947*	2,353,000,000	34.1
1938	360,892,902	—21.6	1948*	2,553,000,000	8.5
1939	460,408,017	27.5	1949	1,895,000,000	—25.8
1940	553,004,020	20.0	1950	2,140,000,000	12.9
1941	718,212,295	30.0	1951	2,543,841,000	18.9
1942	471,956,985	—34.3	1952†	2,450,000,000	— 3.7

NOTE: For year-to-year comparisons, probably the most comprehensive and accurate measure of the trend in the domestic market sales of repair parts and accessories is obtainable from the Federal excise tax collections. The wholesale value of parts and accessories taxable has been estimated by dividing the tax rate into the aggregate annual collections for years commencing March 1. (There is approximately a two-months' lag between the month in which sales are made and the month in which collections are normally reported.)

The Federal excise tax does not apply on parts and accessories exported, direct sales to governments*, sales of garage and service equipment and items which are used for a variety of purposes other than automotive, such as bolts, nuts, lacquers, paints, varnish, cloth, leather, etc., used in repairs.

*After July 1, 1944, sales to the United States Government were subject to Federal excise taxes. The figures shown in the above table are based on the tax collections after eliminating in 1944 and 1945 the value of parts estimated to have been purchased for military vehicles.

†Preliminary

Source: Automobile Mfrs. Assn.

The Petroleum Picture

U. S. Production of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	1,037,800	2,843,288
1936	1,144,959	3,128,303
1937	1,331,127	3,646,923
1938	1,267,466	3,472,510
1939	1,319,110	3,614,000
1940	1,412,081	3,858,145
1941	1,486,518	4,072,652
1942	1,472,364	4,033,874
1943	1,595,729	4,371,860
1944	1,780,350	4,864,344
1945	1,828,539	5,009,696
1946	1,851,748	5,073,282
1947	1,989,850	5,451,643
1948	2,167,264	5,921,486
1949	1,999,215	5,477,301
1950	2,155,693	5,906,008
1951	2,452,676	6,719,700
1952	2,513,853	6,868,500

Source: Bureau of Mines. American Petroleum Institute.

U. S. Consumption of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	983,317	2,694,019
1936	1,092,379	2,984,642
1937	1,169,205	3,203,301
1938	1,136,705	3,114,260
1939	1,230,486	3,371,195
1940	1,326,620	3,624,645
1941	1,485,779	4,070,627
1942	1,449,908	3,972,351
1943	1,521,426	4,168,290
1944	1,671,263	4,566,292
1945	1,772,685	4,856,671
1946	1,792,786	4,911,742
1947	1,989,803	5,452,000
1948	2,113,678	5,775,077
1949	2,118,250	5,803,425
1950	2,375,057	6,507,005
1951	2,569,827	7,040,600
1952	2,664,977	7,281,400

Source: Bureau of Mines. American Petroleum Institute.

U. S. Exports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	129,355	354,397
1936	132,369	361,664
1937	173,311	474,825
1938	194,145	531,904
1939	189,549	519,312
1940	130,466	356,464
1941	108,830	298,164
1942	116,907	320,293
1943	149,957	410,841
1944	207,616	567,257
1945	182,983	501,323
1946	153,123	419,515
1947	164,477	450,600
1948	134,674	367,962
1949	119,376	327,058
1950	111,306	304,948
1951	154,052	422,100
1952	159,538	435,900

Source: Bureau of Mines. American Petroleum Institute.

U. S. Imports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	52,635	144,205
1936	57,104	156,022
1937	57,157	156,595
1938	54,308	148,789
1939	59,060	161,808
1940	83,751	228,825
1941	97,142	266,142
1942	35,966	98,537
1943	63,412	173,732
1944	92,311	252,216
1945	113,619	311,285
1946	137,676	377,195
1947	159,389	436,682
1948	188,144	514,055
1949	235,559	645,367
1950	310,261	850,030
1951	308,194	844,400
1952	350,307	957,100

Source: Bureau of Mines. American Petroleum Institute.

U. S. Automotive Tire, Tube Statistics

TIRES — Passenger Car

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	17,511,752	43,916,524	2,049,509	63,477,785	62,809,887	10,806,961
1930	10,589,286	36,194,381	1,873,306	48,656,973	46,130,148	8,061,066
1931	8,275,291	35,984,807	1,247,803	45,507,901	44,378,021	7,024,207
1932	5,321,246	30,300,096	681,421	36,302,763	36,128,309	6,844,966
1933	9,031,274	29,137,759	737,208	38,906,241	39,976,453	7,986,820
1934	11,161,220	28,870,716	735,239	40,767,175	41,045,258	8,294,858
1935	17,063,692	26,035,729	947,564	44,046,985	43,255,729	7,054,179
1936	18,941,208	26,999,003	643,679	46,583,890	49,013,253	9,290,963
1937	20,054,754	26,177,433	696,273	46,928,460	46,496,958	8,744,761
1938	10,085,827	27,103,970	580,165	37,769,962	35,789,302	6,936,901
1939	15,742,253	33,470,797	607,229	49,820,279	49,932,954	7,107,493
1940	19,560,272	30,902,707	411,099	50,874,078	50,965,429	7,270,192
1941	19,855,693	34,118,268	586,423	54,560,384	50,391,918	3,165,132
1942	910,489	2,734,003	37,852	3,682,344	2,790,397	4,432,038
1943	81,917	10,605,445	71,655	10,759,017	7,620,440	1,132,259
1944	208,086	18,329,918	130,032	18,668,036	18,818,738	1,217,615
1945	1,115,295	25,462,305	222,375	26,799,975	28,199,792	2,214,517
1946	11,086,542	54,684,036	652,643	66,423,221	66,466,319	1,763,472
1947	19,644,143	52,857,228	1,608,082	74,109,453	77,795,299	5,444,071
1948	21,589,040	41,295,434	655,686	63,540,160	66,738,436	8,772,822
1949	28,128,583	36,439,572	508,565	65,076,720	65,140,287	8,903,731
1950	36,678,352	47,102,627	641,987	84,422,966	78,598,174	3,050,301
1951	26,728,553	34,226,242	723,242	61,678,037	65,545,941	6,973,419
1952*	24,102,298	45,525,185	741,651	70,369,134	74,441,064	11,244,594

Truck and Bus

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1929	1,877,011	3,168,347	871,712	5,917,070	5,915,954	1,030,999
1930	1,426,303	2,826,460	731,649	4,984,412	4,835,325	942,372
1931	1,217,988	2,771,043	563,757	4,552,788	4,362,255	750,513
1932	706,445	2,916,409	325,407	3,948,261	3,956,356	799,393
1933	1,455,575	3,356,675	375,223	5,187,473	5,327,777	901,250
1934	2,114,883	3,405,098	399,389	5,919,370	6,187,490	1,160,127
1935	2,199,903	3,369,883	566,358	6,136,144	6,106,052	1,141,684
1936	2,504,906	3,867,583	429,120	6,801,609	7,027,512	1,426,493
1937	2,297,847	3,708,893	550,188	6,556,928	6,813,015	1,638,474
1938	1,430,303	3,463,268	468,769	5,362,340	5,117,433	1,514,489
1939	2,465,303	4,551,237	671,956	7,688,496	7,679,777	1,557,012
1940	2,692,597	4,442,949	764,813	7,900,359	8,220,994	1,856,336
1941	4,924,615	5,776,145	902,790	11,603,550	11,148,278	1,270,933
1942	5,769,699	6,137,864	169,473	12,077,036	12,560,987	1,815,169
1943	6,045,703	7,941,218	153,800	14,140,721	12,802,789	751,238
1944	6,446,428	8,108,959	132,568	14,687,955	14,626,833	795,020
1945	4,868,993	11,016,111	282,028	16,167,132	16,324,121	862,664
1946	4,223,610	10,806,211	859,369	15,889,190	15,831,862	684,800
1947	5,411,521	10,013,994	1,648,396	17,073,911	17,754,837	1,505,221
1948	5,256,413	7,852,877	1,131,812	14,241,102	14,575,981	1,925,403
1949	3,455,781	7,026,115	958,420	11,440,316	11,228,440	1,734,456
1950	4,670,783	9,704,975	788,450	15,164,208	14,155,842	743,216
1951	5,424,030	10,385,636	954,018	16,763,684	17,859,036	1,791,367
1952*	5,381,315	8,877,100	779,433	15,037,848	16,081,322	2,848,767

INNER TUBES — Passenger Car

SHIPMENTS

	Original Equipment	Replacement	Export	Total	Production	Inventory
1944†	190,644	14,137,650	89,591	14,417,885	14,975,625	1,555,410
1945	1,114,505	23,385,741	158,031	24,658,277	25,710,742	2,247,325
1946	11,125,433	49,655,264	596,402	61,377,099	62,411,547	2,603,978
1947	19,688,340	39,772,191	1,192,313	60,652,844	65,011,725	6,119,098
1948	21,629,001	34,821,337	397,458	56,847,796	58,543,777	7,769,492
1949	28,095,248	26,647,426	333,741	55,076,415	56,437,987	8,876,530
1950	36,719,625	36,037,257	402,320	73,159,202	69,131,682	5,475,671
1951**	26,634,864	26,123,674	470,526	53,229,064	54,386,178	8,026,550
1952* **	24,168,589	27,637,335	499,276	52,305,200	53,637,114	9,367,037

Truck and Bus

1944†	6,268,904	6,431,334	106,138	12,806,376	12,511,883	1,257,670
1945	4,873,005	10,519,860	253,104	15,645,969	16,030,899	1,380,156
1946	4,201,388	9,701,563	827,634	14,730,585	14,839,448	1,215,666
1947	5,357,219	6,787,727	1,290,352	13,435,298	14,168,846	1,940,217
1948	5,203,964	5,726,196	721,298	11,651,458	11,489,113	1,871,746
1949	3,425,293	4,802,394	553,599	8,781,286	8,676,233	1,780,631
1950	4,520,772	6,633,894	409,015	11,563,681	11,047,268	1,249,404
1951	5,516,560	6,160,149	600,727	12,277,436	12,862,707	2,067,908
1952*	5,302,794	5,293,973	515,793	11,112,560	11,402,149	2,376,844

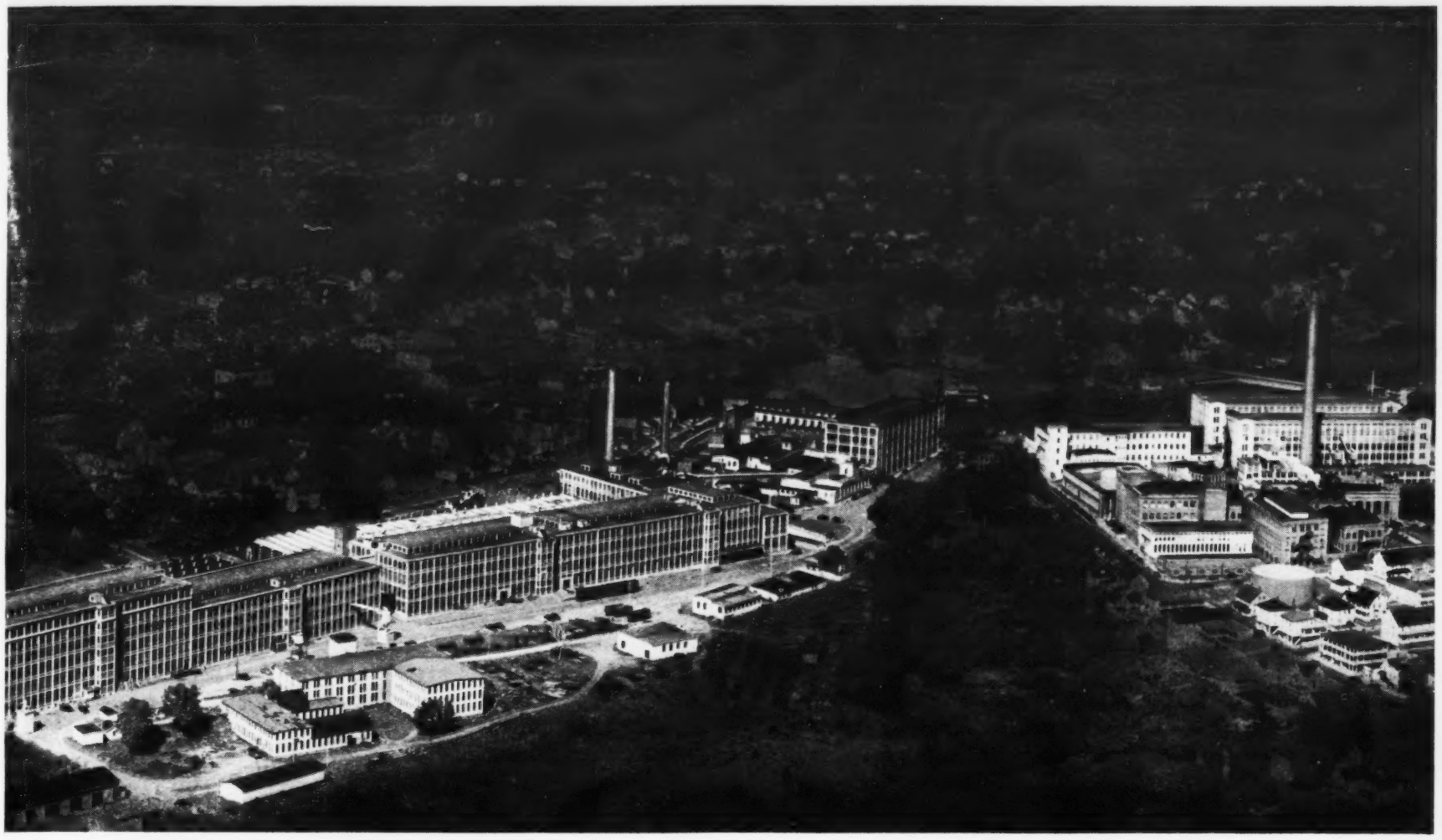
*Preliminary estimate. †1944 was the first year that a breakdown between truck and bus and passenger tube statistics was available.
**Includes motorcycle inner tubes beginning July 1, 1951.
NOTE: The above statistics represent an estimated 100% of the industry.
Source: Rubber Manufacturers Association.

GASOLINE PRICES AND TAXES, 1920-1952

Yearly Averages from 50 Representative Cities in the United States

	Tank Wagon (Ex. Tax)	Service Station (Ex. Tax)	Gasoline Taxes	Service Station (Inc. Tax)
1920	$ .2805	$ .2974	$ .0009	$ .2983
1921	.2409	.2611	.0020	.2631
1922	.2263	.2482	.0038	.2520
1923	.1866	.2106	.0091	.2197
1924	.1686	.1946	.0148	.2094
1925	.1746	.2009	.0211	.2220
1926*	.1744	.2097	.0241	.2338
1927	.1500	.1828	.0281	.2109
1928	.1483	.1790	.0304	.2094
1929	.1458	.1792	.0350	.2142
1930	.1248	.1616	.0379	.1995
1931	.0965	.1298	.0400	.1698
1932	.1008	.1330	.0463	.1793
1933	.0942	.1241	.0541	.1782
1934	.0981	.1364	.0521	.1885
1935	.0973	.1355	.0529	.1884
1936	.1021	.1410	.0535	.1945
1937	.1053	.1459	.0540	.1999
1938	.1004	.1407	.0544	.1951
1939	.0958	.1331	.0544	.1875
1940	.0908	.1275	.0566	.1841
1941	.0949	.1330	.0593	.1923
1942	.1044	.1446	.0597	.2043
1943	.1045	.1456	.0597	.2053
1944	.1049	.1462	.0597	.2059
1945	.1033	.1448	.0602	.2050
1946	.1040	.1469	.0608	.2077
1947	.1233	.1693	.0618	.2311
1948	.1455	.1954	.0634	.2588
1949	.1505	.2027	.0652	.2679
1950	.1510	.2008	.0668	.2676
1951	.1533	.2031	.0684	.2715
1952	.1527	.2024	.0732	.2756

*1926 and subsequent are "Posted Dealer Tank Wagon" prices. Source: Am. Pet. Inst



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United States Exports of Passenger Cars and Chassis from 1935-1952

Year	Under $850 Units	Under $850 Value	$850-$1,200 Units	$850-$1,200 Value	$1,200-$2,000 Units	$1,200-$2,000 Value	Over $2,000 Units	Over $2,000 Value	Total Units	Total Value
1935	161,535	$ 81,867,580	8,759	$ 8,304,968	1,463	$2,224,426	815	$2,113,783	172,572	$ 94,510,757
1936	165,501	86,788,566	11,758	11,238,283	1,817	2,722,621	881	2,274,784	179,957	103,024,254
1937	208,409	111,871,549	17,742	16,780,291	2,397	3,648,664	938	2,514,221	229,486	134,814,725
1938	141,305	78,341,388	17,353	16,734,848	2,356	3,500,441	598	1,566,534	161,612	100,143,211
1939	122,444	68,359,398	13,008	12,399,486	2,057	2,968,351	357	931,166	137,866	84,658,401
1940	76,670	44,753,019	10,567	9,989,458	1,390	1,992,036	179	519,224	88,806	57,253,737
1941	62,285	38,855,637	16,387	15,625,041	2,517	3,527,239	557	2,694,731	81,746	60,702,648
1942	6,127	4,348,157	6,947	6,930,128	639	924,390	238	997,069	13,951	13,199,744
1943	640	410,758	739	736,968	587	876,062	122	396,718	2,092	2,424,583
1944	31	21,539	490	564,164	875	1,443,190	253	755,540	1,654	2,791,252
1945	468	373,576	426	421,159	241	409,243	71	243,398	1,206	1,447,376
1946*	.....	.....	.....	.....	.....	.....	...	.....	116,994	122,500,568
1947	.....	.....	.....	.....	.....	.....	...	.....	266,795	335,330,258
1948	.....	.....	.....	.....	.....	.....	...	.....	217,305	279,837,012
1949	.....	.....	.....	.....	.....	.....	...	.....	140,211	205,074,032
1950	.....	.....	.....	.....	.....	.....	...	.....	125,987	186,177,925
1951	.....	.....	.....	.....	.....	.....	...	.....	223,528	347,384,979
1952	.....	.....	.....	.....	.....	.....	...	.....	297,259	561,356,982

*Classifications combined into one in 1946.

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

U. S. Exports of Passenger Cars (New) 1949-1952

	1949 Number	1949 Value	1950 Number	1950 Value	1951 Number	1951 Value	1952 Number	1952 Value
January	13,199	$ 21,352,755	8,078	$ 11,412,822	11,849	$ 17,555,021	8,797	14,405,724
February	12,377	18,475,913	8,016	11,547,403	18,239	27,637,855	13,823	23,139,063
March	15,320	22,412,354	7,420	10,834,678	20,079	34,016,627	15,834	27,116,944
April	14,332	20,758,693	6,202	8,731,458	23,989	37,316,652	16,611	28,833,301
May	12,121	18,181,209	8,024	11,953,569	23,666	37,509,935	23,666	37,509,935
June	11,712	17,209,820	12,284	18,297,771	22,063	35,425,883	13,050	22,841,989
July	12,684	18,379,536	11,914	17,655,205	20,103	31,928,657	10,558	18,817,779
August	10,493	14,980,969	10,570	15,855,579	19,039	30,143,517	6,615	11,779,073
September	11,990	17,390,844	10,208	15,212,133	18,503	28,846,421	10,317	18,229,683
October	10,790	14,779,177	11,510	17,173,320	11,223	17,648,021	9,128	15,648,820
November	8,690	11,940,338	12,938	20,061,033	13,715	21,886,571	8,717	14,721,053
December	6,503	9,212,424	10,554	16,805,976	9,708	15,775,423	9,122	16,372,505
Total	140,211	$205,074,032	119,719	$178,550,596	212,176	$335,690,583	141,026*	243,976,057*

Source: Motor Vehicle Div., NPA, Dept. of Commerce.

*Total includes revisions not shown in the monthly figures.

1949-1952 U. S. Exports of Trucks Buses—New

	1949 Number	1949 Value	1950 Number	1950 Value	1951 Number	1951 Value	1952 Number	1952 Value
January	15,347	$ 25,180,503	6,039	$ 10,399,700	15,961	$ 26,638,759	12,692	24,987,471
February	14,244	25,162,054	9,390	14,929,010	14,908	24,651,235	16,387	33,260,870
March	15,892	26,452,718	8,894	14,087,933	18,915	32,173,315	17,212	34,954,594
April	14,313	22,870,890	9,507	14,826,893	17,293	31,038,727	14,923	31,215,740
May	12,488	20,806,426	10,720	16,669,283	18,744	32,772,276	14,553	30,689,680
June	10,478	18,892,997	11,885	22,556,403	16,140	30,232,014	15,024	29,602,339
July	11,244	18,907,953	11,793	19,907,829	17,491	32,050,432	11,856	23,843,656
August	9,265	16,862,722	12,549	21,007,988	20,609	36,443,689	6,840	16,513,008
September	8,938	15,768,978	11,282	19,730,809	20,240	35,196,453	9,304	19,966,007
October	8,653	14,307,722	10,368	17,014,619	14,003	26,011,759	12,418	24,639,686
November	7,791	12,856,459	13,339	20,982,200	20,351	37,580,045	12,823	23,849,568
December	5,406	10,190,078	11,992	21,453,428	19,891	39,700,852	11,426	22,952,488
Total	134,059	$228,259,500	130,176	$216,029,884	214,546	$384,485,356	156,233*	317,380,925*

Source: Motor Vehicle Div., NPA, Dept. of Commerce.

*Total includes revisions not shown in the monthly figures.

U. S. Imports of Trucks and Buses 1940-1952

	Trucks Valued $1,000 or More Each No.	Value	Truck & Bus Chassis — $750 or More Each No.	Value	Truck Bodies Valued $250 or More Each No.	Value
1940	...	$	...	$	...	$ .....
1941	3	4,607	...	.....	...	.....
1942	26	205,214	1	800	...	.....
1943	50	75,438	9	13,500	...	.....
1944	26	81,876	1	1,845	...	.....
1945	4	5,451	1	756	...	.....
1946	8	11,711	7	8,328	...	.....
1947	18	28,521	4	6,543	...	.....
1948	423	520,007	261	219,537	...	.....
1949	458	605,857	57	78,358	...	.....
1950	65	143,339	16	15,331	36	24,776
1951	182	320,971	67	87,658	20	13,080
1952	348	555,944	133	252,155	8	11,377

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

Items Per Repair Order . . .

Auto Dealer Service Volume, 1941-'52

	'41	'42	'43	'44	'45	'46	'47	'48	'49	'50	'51	'52
Lubrications	31.5	26.4	23.8	21.4	19.5	18.	23.	27.6	30.5	32.5	27.7	25.7
Oil Changes	16.7	14.3	15.3	15.	14.5	13.5	17.2	20.5	22.3	23.4	20.7	19.4
Wash-Polish	8.9	7.2	6.4	5.4	6.3	5.4	9.5	10.4	10.	9.8	7.6	6.5
Minor Motor	43.7	46.8	50.	51.5	47.	47.5	47.4	47.9	47.3	45.2	39.5	38.9
Major Motor	5.8	8.	11.6	14.8	18.9	16.6	15.5	14.1	9.	7.2	6.5	7.0
Brake Work	11.5	12.	12.3	13.7	15.9	14.	13.2	13.6	12.4	12.2	11.1	10.9
Chassis	16.6	20.	19.2	18.4	19.	18.4	17.3	17.9	17.5	17.4	16.5	16.8
Body & Paint	16.	12.3	11.9	11.5	12.7	12.2	12.5	13.2	12.8	12.3	10.5	9.7
Items per Repair Order	1.50	1.47	1.50	1.51	1.53	1.45	1.55	1.65	1.61	1.60	1.40	1.35

A study of the service department breakdown of over a million repair orders—starting with 1941, which was a high new-car sales year, through the war period and including 1952—shows how new-car sales and lack of selling needed services have affected the number of times that each departmental service appears on franchised dealer shop orders. Only two services are more in demand today than in 1941.

(Courtesy John E. Wolf Co.)

United States Exports—1952

	Number	Value
PASSENGER CARS:		
Passenger Cars & Chassis (New)	141,026	243,976,057
Passenger Cars & Chassis (Used)	4,254	6,043,404
Sub-Totals	145,280	250,019,461
MOTOR TRUCKS & TRUCK CHASSIS (New):		
Gasoline Trucks:		
5,000 lbs. GVW and under	47,449	57,823,401
5,001 to 10,000 lbs. GVW	25,105	39,520,090
10,001 to 14,000 lbs. GVW	8,468	14,388,986
14,001 to 16,000 lbs. GVW	42,025	75,852,882
16,001 to 19,500 lbs. GVW	13,016	32,670,588
19,501 lbs. GVW and over	11,544	49,963,057
Diesel and Semi-Diesel:		
19,500 lbs. GVW and under	1,224	4,315,193
Over 19,500 lbs. GVW	2,191	19,053,915
Special Purpose Commercial Vehicles (New)	758	3,603,426
Commercial Special Purpose Vehicles (Used)	147	311,458
MOTOR BUSES AND BUS CHASSIS (New):		
Gasoline	3,799	11,244,879
Diesel and Semi-Diesel	654	8,944,508
Trucks, Buses & Chassis (Used)	3,203	5,173,032
Trailers — 5-ton or over (New & Used)	1,914	7,375,470
Parts for Trailers	.....	2,426,535
MOTOR VEHICLE BODIES:		
Truck & Bus Bodies for Assembly	9,728	5,406,617
Truck & Bus Bodies for Replacement	1,811	971,479
Passenger Car Bodies for Assembly	1,524	409,248
Passenger Car Bodies for Replacement	174	82,785
PARTS:		
Batteries — 6 & 12 voltage	424,346	6,298,365
Spark Plugs, Automotive	14,919,686	4,451,230
Starting, Lighting and Ignition Equipment	.....	24,240,109
Knee-Action Springs for replacement (Pounds)	1,048,081	264,167
Leaf Springs for replacement (Pounds)	19,741,745	4,234,571
Shock Absorbers and Parts for replacement	.....	3,285,651
Instruments and Parts for replacement	.....	912,601
Parts & Accessories for assembly	.....	162,464,821
Parts for spares, replacement, or manufacture into larger components	.....	189,091,08
Heaters, Air Conditioners and Specially Fabricated Parts	.....	1,701,64
Accessories and Specially Fabricated Parts	.....	53,213,23
ENGINES FOR ASSEMBLY:		
Truck & Bus Diesel	375	602,95
Truck & Bus Gasoline	11,235	3,642,27
Passenger Car	16,611	2,212,04
ENGINES FOR REPLACEMENT:		
Diesel & Semi-Diesel	1,026	2,050,80
Gasoline	29,322	8,392,12
SERVICE APPLIANCES AND SPECIALLY FABRICATED PARTS	.....	10,440,111
TIRES AND INNER TUBES:		
Truck and Bus Casings	832,354	45,361,186
Passenger Car and Motorcycle Casings	733,835	9,609,119
Off-the-road Casings	160,594	20,437,615
Farm Tractor Casings	77,520	3,394,517
Farm Implement Casings	36,091	711,039
Passenger Car Inner Tubes	456,636	892,921
Truck & Bus Inner Tubes	582,421	2,888,507
Aircraft Inner Tubes	16,353	134,702
Other Inner Tubes	225,665	821,581
Truck & Industrial Solid and Cushion Tires	31,317	503,811
Other Solid Tires	6,588	772
Camelback (Pounds)	6,245,656	2,024,825
Other Tire Sundries & Repair Material (Pounds)	4,759,964	4,276,226
BRAKE LINING, CLUTCH FACING & BRAKE BLOCKS:		
Brake Lining: Moulded & Semi-Moulded—lb.	4,729,352	4,657,696
Brake Lining: Woven — Lin. ft.	530,906	424,838
Clutch Facing	1,550,644	996,080
Brake Blocks	389,108	454,537
MOTORCYCLES:		
Motorcycles under 300 lbs.	221	67,016
Motorcycles 300 lbs. & over	1,473	1,098,452
Motorcycle Parts & Accessories	.....	767,308

Source: Motor Vehicle Division, National Production Authority, Washington, D. C.

U. S. Imports of Passenger Cars 1940-1952

	NEW No.	NEW Value	USED No.	USED Value
1940	253	$ 401,214	302	$140,207
1941	50	52,165	308	153,304
1942	25	19,333	372	174,832
1943	74	90,067	217	96,378
1944	11	14,639	298	161,657
1945	51	80,162	475	366,719
1946	1,374	1,415,127	574	365,21
1947	1,453	1,742,473	646	510,61
1948	28,047	29,637,141	381	357,959
1949	7,543	8,623,783	308	285,170
1950	21,287	20,511,101	321	275,905
1951	23,697	26,388,547	461	378,044
1952	33,306	44,698,689	632	677,921

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

HUDSON SUPER JET SIX-PASSENGER FOUR-DOOR SEDAN

HUDSON *JET*

Immediate sales success in the low-price field!

We thought we had a winner when we announced the new Hudson Jet. But we never dreamed it would cause such a stampede!

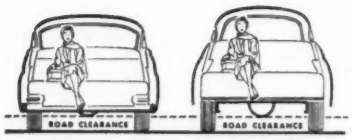
It's plain this is just what the public wants: a new *kind* of car in the low-price field. It has just about everything—including performance that can be compared only to the fabulous Hudson Hornet and Wasp, right along with economy that's a standout, even in the low-price field.

It's showing up in sales, too! Not only are Hudson Jet orders increasing every day, but so are orders for the Hudson Hornet and the Wasp. They are bound to—with this increase in showroom traffic. Today, Hudson dealers have coverage of 94% of the new-car market. So if you've been standing by waiting to "see what would happen"—you'd better act now. There are still a few choice Hudson franchises to be had.

For details send in coupon—or better, wire: C. A. J. Hadley, Sales Manager, Hudson Motor Car Company, Detroit 15, Michigan.

Standard trim and other specifications and accessories subject to change without notice.

New Dual-Range
HYDRA-MATIC DRIVE
and Hudson's sensational
TWIN H-POWER
either or both optional at extra cost.



HUDSON OTHER MAKES

Such a car as this would not be possible without exclusive "STEP-DOWN" DESIGN

C. A. J. Hadley, Sales Manager
Hudson Motor Car Company
Detroit 15, Michigan

Please rush me complete information on the Hudson dealer franchise and details on the new wonder car.

Name_____

Address_____

City & State_____

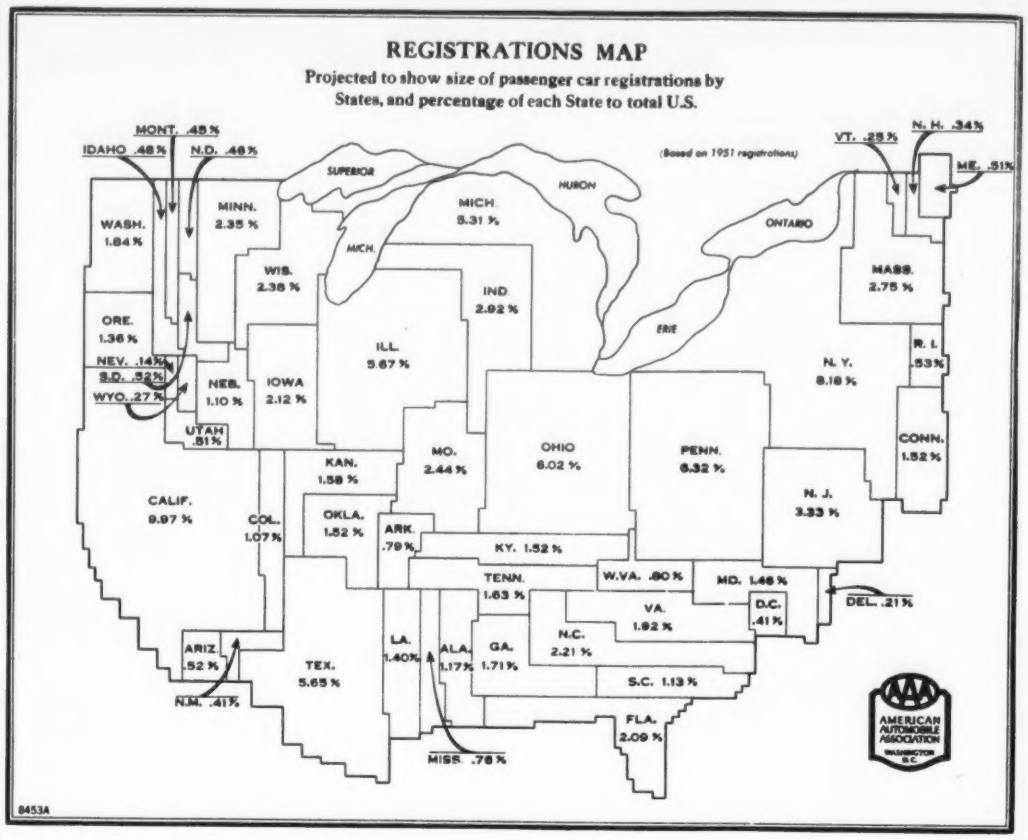
Business_____ Position_____

A compact, economical new KIND of car in the low-price field with performance, luxury and safety comparable only to that of the Hudson Hornet itself!

United States Imports—1952

	Number	Value
TRUCKS VALUED AT $1,000 OR MORE EACH:		
Canada	251	421,353
United Kingdom	91	125,813
West Germany	3	5,356
Mexico	1	1,085
France	1	1,200
Japan	1	1,137
TOTAL	348	555,944
TRUCK AND BUS CHASSIS VALUED AT $750 OR MORE:		
Canada	132	250,675
United Kingdom	1	1,480
TOTAL	133	252,155
TRUCK BODIES VALUED AT $250 OR MORE EACH:		
Canada	5	2,000
United Kingdom	1	5,091
Mexico	1	342
West Germany	1	3,944
TOTAL	8	11,377
MOTOR BUSES AND BODIES (More than 10-Passenger):		
Canada	10	18,019
TOTAL	10	18,019
OTHER AUTOMOBILES (New):		
Canada	319	354,708
United Kingdom	31,242	41,069,595
France	144	223,439
West Germany	1,341	2,142,081
Italy	234	853,358
Denmark	1	1,550
Mexico	3	5,744
Sweden	2	2,386
Bahamas	1	500
Netherlands	17	44,039
Union of Soviet Republic	1	939
Japan	1	350
TOTAL	33,306	44,698,689
OTHER AUTOMOBILES (Used):		
Canada	308	227,364
Mexico	9	7,715
Sweden	2	1,225
United Kingdom	220	247,481
France	37	42,000
West Germany	8	12,733
Italy	43	133,201
Belgium	1	1,100
Netherlands	3	4,202
Israel and Palestine	1	900
TOTAL	632	677,921
SPARK PLUGS:		
United Kingdom	71,358	21,466
West Germany	284,028	51,665
Canada	2,003	850
TOTAL	357,389	73,981
OTHER AUTOMOTIVE PARTS:		
Canada		7,790,786
Mexico		18,196
United Kingdom		2,209,986
France		217,296
West Germany		142,955
Switzerland		28,759
Italy		137,588
Australia		3,015
Sweden		1,782
Belgium and Luxemburg		834
Japan		642
Spain		2
Bahamas		102
Portugal		85
India		205
Netherlands		2,387
East Germany		212
TOTAL		10,554,829
BODIES:		
Canada	13	3,440
United Kingdom	19	32,537
West Germany	1	1,990
Italy	1	3,241
France	6	6,410
TOTAL	40	47,618
MOTORCYCLES:		
United Kingdom	7,665	2,908,232
France	59	3,989
West Germany	1,544	400,063
Italy	6,825	1,025,747
Netherlands	9	1,130
Austria	43	11,570
Canada	3	800
Denmark	1	170
Belgium	3	459
Sweden	1	188
TOTAL	16,153	4,352,348
MOTORCYCLE PARTS:		
Sweden		9
United Kingdom		734,641
West Germany		41,520
Austria		465
Italy		46,803
Japan		1,206
Canada		1,202
France		574
Belgium		257
Czechoslovakia		1,208
Netherlands		47
TOTAL		827,932

Source: Motor Vehicle Division, National Production Authority, Washington, D. C.



1953-Model Standard Specifications

FOUR-DOOR AND TWO-DOOR SEDANS

(EDITOR'S NOTE: Below is a compilation by Automotive News of "salespoint specifications" on standard four-door and two-door sedans in the 1953 lines of U. S. car manufacturers. The specifications are those provided by the manufacturers on Automobile Manufacturers Assn. questionnaires. Deluxe models in certain lines are not listed below where wheelbase and horsepower are the same as for standard models. Fractions have been rounded off to the nearest unit except in the case of wheelbase).

STANDARD '53 SEDAN 'SPECS'	Wheel Base	Over-all Length	Over-all Width	Over-all Height	Type Engine	Brake H. P.	Std. Comp. Ratio	Shipping Weight	Tire Size	Adv. Del. Price
ALLSTATE Four 2-Door	100	182	69	60	L-Hd. 4	68	7.0	2,395	5.90x15	$1,499
ALLSTATE Six 2-Door	100	182	69	60	L-Hd. 6	80	7.0	2,425	5.90x15	1,686
BUICK Special 4-Door	121½	205	76	63	I-Hd. 8	125	7.0	3,710	7.60x15	2,208
BUICK Super 4-Door	125½	211½	79	62½	I-Hd. V-8	164	8.0	3,905	7.60x15	2,696
BUICK Roadmaster 4-Door	125½	211	79	63	I-Hd. V-8	188	8.5	4,100	8.00x15	3,254
CADILLAC 62 4-Door	126	216	80	63	V-8	210	8.25	4,142	8.00x15	3,666
CADILLAC 60 4-Door	130	225	81	63	V-8	210	8.25	4,351	8.00x15	4,304
CADILLAC 75 4-Door	147	236½	80	64	V-8	210	8.25	4,803	8.20x15	5,407
CHEVROLET 150 4-Door	115	195½	75	63	I-Hd. 6	108	7.1	3,215	6.70x15	1,670
CHEVROLET 210 4-Door	115	195½	75	63	I-Hd. 6	108	7.1	3,250	6.70x15	1,761
CHEVROLET Bel Air 4-Door	115	195½	75	63	I-Hd. 6	108	7.1	3,215	6.70x15	1,874
CHRYSLER Windsor 4-Door	125½	211	77	62½	L-Hd. 6	119	7.0	N.A.	7.60x15	2,597
CHRYSLER New Yorker 4-Door	125½	211	77	63	V-8	180	7.5	N.A.	8.00x15	3,389
CHRYSLER Crown Imperial 4-Door	145½	229	81	69	V-8	180	7.5	N.A.	8.90x15	6,921
DeSOTO Powermaster 4-Door	125½	213	77	62½	L-Hd. 6	116	7.0	N.A.	7.60x15	2,475
DeSOTO Fire Dome 4-Door	125½	213	77	62½	V-8	160	7.1	N.A.	7.60x15	2,759
DODGE Meadowbrook 4-Door	119	201	73½	62	L-Hd. 6	103	7.0	3,205	6.70x15	2,181
DODGE Coronet 4-Door	119	201	73½	62	OHV-8	140	7.1	3,365	7.10x15	2,365
FORD Mainline 6 4-Door	115	198	73	62	OHV-6	101	7.0	N.A.	6.70x15	1,690
FORD Mainline 8 4-Door	115	198	73	62	L-Hd. V-8	110	7.2	N.A.	6.70x15	1,766
HENRY J Corsair Four 2-Door	100	182	69	60	L-Hd. 4	68	7.0	2,405	5.90x15	1,499
HENRY J Corsair Six 2-Door	100	182	69	60	L-Hd. 6	80	7.0	2,455	5.90x15	1,686
HUDSON Jet 4-Door	105	180	67	61	L-Hd. 6	104	7.5	2,650	5.90x15	1,858
HUDSON Wasp Deluxe 4-Door	120	201½	77	60	L-Hd. 6	112	6.7	3,380	7.10x15	2,310
HUDSON Super Wasp 4-Door	120	202	77	60	L-Hd. 6	127	6.7	3,480	7.10x15	2,465
HUDSON Hornet 4-Door	124	208	77	60	L-Hd. 6	145	7.2	3,570	7.10x15	2,768
KAISER Manhattan 4-Door	118½	211	74	60	L-Hd. 6	118	7.3	3,210	6.70x15	2,649
KAISER Deluxe 4-Door	118½	211	74	60	L-Hd. 6	118	7.3	3,275	6.70x15	2,512
LINCOLN Cosmopolitan 4-Door	123	214	77½	63	V-8	205	8.0	N.A.	8.00x15	3,522
MERCURY Custom 4-Door	118	202	74	62	L-Hd. V-8	125	7.2	N.A.	7.10x15	2,250
NASH Statesman Super 4-Door	114¼	202	78	61	L-Hd. 6	100	7.45	3,045	6.70x15	2,178
NASH Ambassador Super 4-Door	121¼	209	78	62	L-Hd. 6	120	7.3	3,480	7.10x15	2,557
NASH Rambler Custom 2-Door	100	185	73½	59	I-Hd. 6	85	7.25	N.A.	6.40x15	2,125
OLDSMOBILE Deluxe 88 4-Door	120	204	77	64	V-8	150	8.1	3,667	7.60x15	2,327
OLDSMOBILE Super 88 4-Door	120	204	77	64	V-8	165	8.1	3,704	7.60x15	2,461
OLDSMOBILE 98 4-Door	124	215	77	64	V-8	165	8.1	3,815	7.60x15	2,785
PACKARD Clipper 4-Door	122	213	78	63	L-Hd. 8	150	7.7	3,725	7.60x15	2,588
PACKARD Clipper Deluxe 4-Door	122	213	78	63	L-Hd. 8	160	8.0	3,745	7.60x15	2,735
PACKARD Cavalier 4-Door	127	218	78	63	L-Hd. 8	180	8.0	3,960	8.00x15	3,234
PACKARD Patrician 4-Door	127	218	78	63	L-Hd. 8	180	8.0	4,190	8.00x15	3,735
PLYMOUTH Cambridge 4-Door	114	189	73	62	L-Hd. 6	100	7.1	2,970	6.70x15	1,836
PLYMOUTH Cranbrook 4-Door	114	189	73	62	L-Hd. 6	100	7.1	3,007	6.70x15	1,928
PONTIAC Chieftain 6 4-Door	122	203	77	63	L-Hd. 6	115	7.0	N.A.	7.10x15	2,014
PONTIAC Chieftain 8 4-Door	122	203	77	63	L-Hd. 8	118	6.8	N.A.	7.10x15	2,089
STUDEBAKER Champion 4-Door	116½	198	69½	60½	L-Hd. 6	85	7.0	N.A.	6.40x15	1,767
STUDEBAKER Commander 4-Door	116½	198	69½	60½	V-8	120	7.0	N.A.	7.10x15	2,121
STUDEBAKER Land Cruiser 4-Door	120½	202	69½	60½	V-8	120	7.0	N.A.	7.10x15	2,315
WILLYS Aero Ace 4-Door	108	181	72	60	F-Hd. 6	90	7.6	2,588	5.90x15	2,038
WILLYS Aero Lark 4-Door	108	181	72	60	L-Hd. 6	75	6.9	2,511	5.90x15	1,732
WILLYS Aero Falcon 4-Door	108	181	72	60	L-Hd. 6	75	6.9	2,511	5.90x15	1,860
WILLYS Aero Eagle 2-Door	108	181	72	60	F-Hd. 6	90	7.6	2,588	5.90x15	2,156

N.A.: Not Available.

The swing is to FORD Cars and Trucks...

and here's why!

Ford Passenger Cars present the widest choice in the low-price field: 3 pace-setting lines, 11 body styles, 18 big new models; V-8 or Six Engines; FORDOMATIC, Overdrive or Conventional Drive; with 41 "Worth More" features that make Ford the New Standard of the American Road.

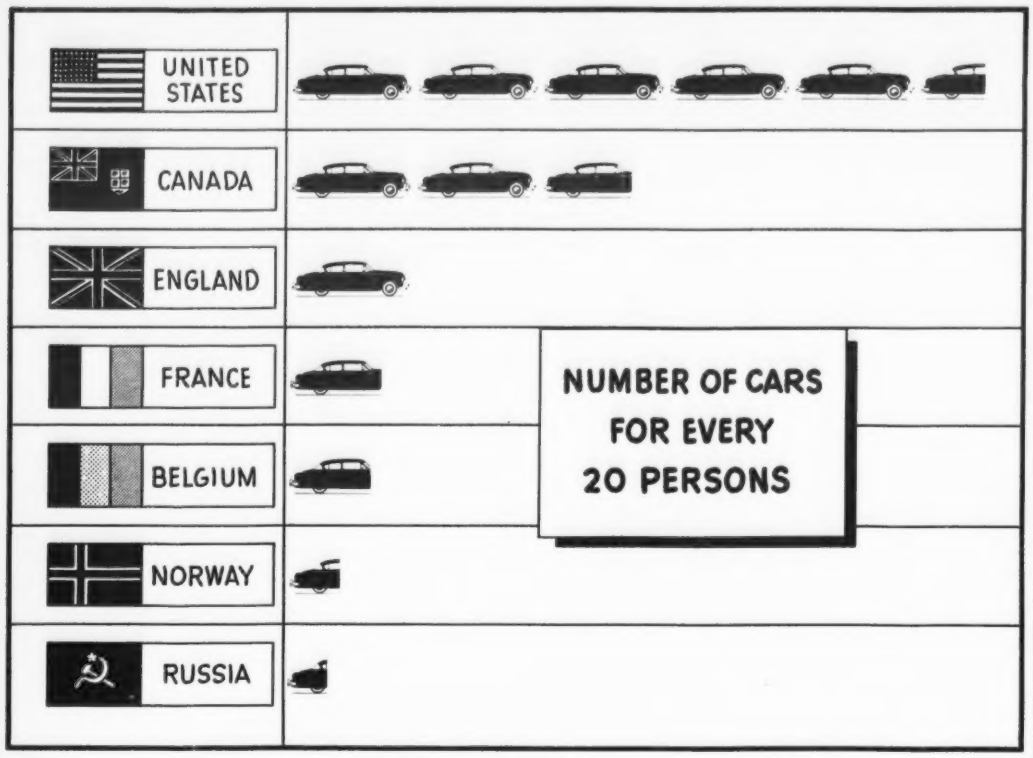
FORD *Economy* TRUCKS offer over 190 completely new models, ranging from Pickups to 55,000 lb. G.C.W. BIG JOBS . . . all loaded with new TIME-SAVING features to get jobs done fast. 5 great power plants; FORDOMATIC and Overdrive available in half tonners; Synchro-Silent transmissions throughout.

It's GREAT to be a FORD Dealer!

50TH ANNIVERSARY FORD 1903 • 1953

50 Years Forward on the American Road

FORD Division of FORD MOTOR COMPANY



Traffic Surveys Show 50% of City Driver Trips Are for Purpose of Making a Living

Metropolitan Area	Year of Survey	Work	Business	Shopping	Med-Dental	School	Eat Meal	Social Rec.
Allentown-Bethlehem, Pa.	1948	49.9%	9.8%	9.5%	1.4%	.7%	13.4%	15.2%
Athens, Ga.	1947	19.8	37.5	7.8	1.4	9.3	6.7	17.3
Augusta, Ga.	1946	41.8	21.9	11.9	1.1	.9	10.7	11.7
Baltimore, Md.	1945	46.4	23.0	10.5	2.0	.9	1.0	15.2
Bay City, Mich.	1948	25.9	16.1	17.8	1.4	.3	11.6	26.8
Boston, Mass.	1945	62.2	8.4	10.3	1.5	1.0	3.0	13.6
Charleston, S. C.	1946	27.8	16.7	13.5	1.6	1.7	1.9	36.7
Columbus, Ga.	1945	26.3	27.4	18.0	1.4	3.1	7.0	16.8
Duluth, Minn., & Superior, Wis.	1948	47.5	12.8	14.9	—3.0—			21.8
Fargo, N. D.	1949	43.2	14.1	9.8	.4	.8	9.1	22.6
Grand Rapids, Mich.	1947	33.4	18.0	20.0	1.1	.3	7.2	20.0
Green Bay, Wis.	1947	—61.2—		13.2	3.2	2.5	.6	19.3
Harrisburg, Pa.	1948	53.4	10.5	11.3	1.1	0.0	3.4	15.4
Indianapolis, Ind.	1945	33.5	20.6	18.0	3.1	.7	1.7	22.4
Kalamazoo, Mich.	1945	42.8	11.9	12.1	1.2	1.1	7.8	23.2
Lansing, Mich.	1946	46.5	10.5	17.6	.9	1.5	8.1	14.9
Macon, Ga.	1946	49.2	18.0	9.7	1.6	1.1	13.0	7.4
Moorhead, Minn.	1949	45.7	14.9	8.2	.6	.7	9.8	20.1
Muskegon, Mich.	1945	36.7	14.3	14.7	.6	.4	6.6	26.8
Norristown, Pa.	1949	40.6	14.9	13.7	1.6	.3	2.6	25.0
Phoenix, Ariz.	1947	38.0	15.1	19.9	1.4	.9	4.1	20.5
Pontiac, Mich.	1947	43.2	18.1	15.5	1.5	.9	4.6	16.1
Port Huron, Mich.	1947	45.1	8.8	19.2	1.2	.8	4.6	20.2
Portland, Ore.	1946	44.0	16.8	16.0	1.0	.3	4.3	17.6
Reading, Pa.	1946	51.4	20.1	5.9	2.0	1.6	7.0	12.0
Sacramento, Calif.	1948	49.3	10.2	19.0	.9	1.1	4.7	14.9
Saginaw, Mich.	1948	34.5	18.9	21.4	1.9	.3	8.9	14.2
Salt Lake City, Utah	1946	43.2	18.1	11.8	1.3	1.3	3.1	21.2
Scranton, Pa.	1950	58.5	6.1	10.5	.6	1.8	2.6	19.7
Seattle, Wash.	1946	49.5	14.7	12.6	—5.3—			17.9
South Bend, Ind.	1945	25.1	23.0	20.7	1.6	.3	6.2	23.2
Tacoma, Wash.	1948	47.1	14.5	13.2	1.5	1.2	4.2	18.5
Tucson, Ariz.	1948	36.6	17.9	20.3	1.7	2.6	3.8	17.0
Washington, D. C.	1948	50.8	9.2	14.2	1.3	1.7	4.1	18.8
Wilmington, Del.	1948	47.9	13.7	11.9	—7.9—			18.5
TOTAL 35 Areas		44.0%	15.1%	14.5%	1.4%	1.1%	5.4%	18.3%

SOURCE: Surveys by city and state traffic engineers in cooperation with U. S. Bureau of Public Roads. Trips by drivers to serve a passenger or to return home have been excluded.

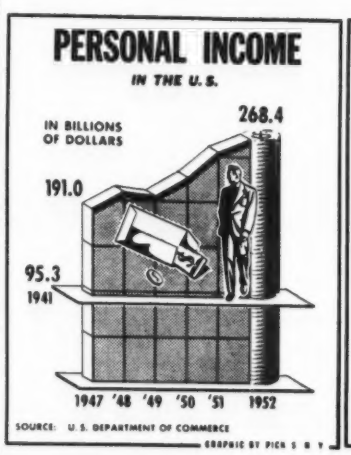
CAR OPERATING COSTS

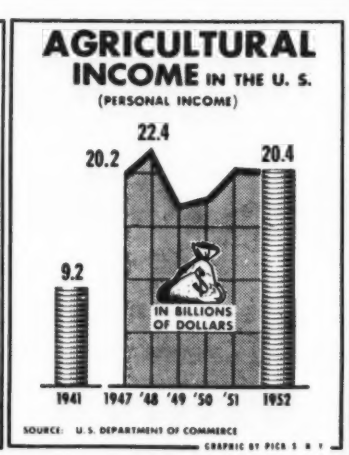
January, 1953

Variable Costs	Average Per Mile
Gasoline and Oil	2.23 Cents
Maintenance	.74
Tires	.50
Total	3.47 Cents

Fixed Costs	Annual
Fire & Theft Insurance	$ 18.58
Property Damage and Liability ($15,000 and $30,000)	82.47
License Fees	16.23
Depreciation	442.64
Total	$559.92 a year (or $1.53 a day)

Source: American Automobile Assn.





Automobile Use by Population Group

In U. S. Cities

CITIES	MODE OF TRAVEL: Auto Driver	Auto Passenger	Taxi & Truck Passenger	Mass Transit
Over 250,000 Population—				
Baltimore, Md.	29.2%	13.9%	3.1%	53.8%
Washington, D. C.	36.6	21.1	2.9	39.3
San Francisco, Calif.	43.5	21.3	1.6	33.6
Seattle, Wash.	43.2	21.5	0.7	34.6
Newark, N. J.	33.5	16.6	0.4	49.5
Indianapolis, Ind.	46.8	17.6	0.7	34.9
Portland, Ore.	47.0	24.6	0.5	27.9
Total	39.1%	19.6%	1.5%	39.7%
100,000 to 250,000 Population—				
Worcester, Mass.	42.0%	22.0%	1.0%	34.3%
Salt Lake City, Utah	45.5	27.4	1.9	25.3
Grand Rapids, Mich.	54.5	32.1	0.5	12.9
Spokane, Wash.	46.7	21.5	1.5	30.3
Tacoma, Wash.	51.3	23.2	0.4	25.1
Sacramento, Calif.	57.5	25.4	1.5	15.6
Erie, Pa.	51.5	25.6	..	22.9
South Bend, Ind.	63.7	17.9	0.5	17.9
Wilmington, Del.	38.9	25.4	1.2	34.5
Reading, Pa.	38.5	16.2	0.3	45.0
Allentown, Pa.	44.0	23.9	..	32.1
Phoenix, Ariz.	53.8	28.6	1.5	16.2
Duluth, Minn.	44.9	26.3	0.2	28.6
Scranton, Pa.	30.2	21.2	1.3	47.4
Total	47.4%	24.1%	0.9%	27.6%
50,000 to 100,000 Population—				
Albuquerque, N. M.	53.4%	32.1%	1.0%	13.5%
Saginaw, Mich.	60.8	29.9	0.7	8.6
Lansing, Mich.	59.4	26.5	0.8	13.3
Columbus, Ga.	39.7	19.8	..	40.5
Pontiac, Mich.	50.5	29.1	1.2	19.2
Macon, Ga.	34.0	16.4	4.3	45.3
Charleston, S. C.	40.1	27.8	1.9	30.2
Kalamazoo, Mich.	54.1	27.4	0.8	17.7
Bay City, Mich.	56.5	33.0	0.5	10.0
Total	51.4%	27.4%	1.1%	20.0%
Less than 50,000 Population—				
Muskegon, Mich.	50.2%	35.1%	0.6%	14.1%
Tucson, Ariz.	57.0	29.7	0.6	12.7
Fargo, N. D.	56.1	33.1	0.6	10.2
Port Huron, Mich.	51.5	29.8	0.5	18.2
Superior, Wis.	50.2	30.2	1.2	18.4
Moorhead, Minn.	59.8	31.0	0.6	8.6
Norristown, Pa.	49.3	23.8	1.7	25.3
Total	53.4%	30.4%	0.8%	15.4%
Total, Weighted*	46.6%	25.0%	1.1%	27.0%

*Calculated from group averages weighted by relative population in all U. S. cities in each population group.

Source: Automobile Manufacturers Assn.

Cost of Operating Cars In Various Areas

	Fixed Costs per day	Total per Mile Cost (in cents)	*Depr. adj. per 1,000 miles
Portland, Ore.	$1.62	3.55	$11.30
San Francisco, Calif.	1.84	3.25	11.65
Spokane, Wash.	1.54	4.00	11.45
Sacramento, Calif.	1.73	3.60	11.65
Boise, Id.	1.49	4.00	11.10
Tucson, Ariz.	1.59	3.80	11.30
Butte, Mont.	1.50	3.90	11.00
Denver, Colo.	1.55	3.80	10.75
Las Vegas, N. M.	1.58	3.85	11.05
El Paso, Tex.	1.48	3.60	10.95
Omaha, Neb.	1.42	3.80	10.20
Dodge City, Kans.	1.43	3.55	10.65
Corpus Christi, Tex.	1.44	3.60	10.80
Duluth, Minn.	1.58	3.40	10.30
Des Moines, Ia.	1.43	3.10	10.35
Kansas City, Mo.	1.56	3.30	10.35
Joplin, Mo.	1.50	3.60	10.45
St. Louis, Mo.	1.59	3.30	10.30
Tulsa, Okla.	1.53	3.35	10.55
Fort Smith, Ark.	1.46	3.75	10.55
Houston, Tex.	1.47	3.20	10.65
Jackson, Miss.	1.49	3.80	10.55
New Orleans, La.	1.46	3.80	10.65
Chicago, Ill.	1.52	3.10	10.20
Milwaukee, Wis.	1.52	3.15	10.00
Louisville, Ky.	1.43	3.50	10.35
Nashville, Tenn.	1.49	3.45	10.35
Birmingham, Ala.	1.49	3.55	10.40
Traverse City, Mich.	1.38	3.35	10.30
Youngstown, O.	1.53	3.15	10.25
Syracuse, N. Y.	1.55	3.30	10.05
Elmira, N. Y.	1.53	3.10	10.05
Pittsburgh, Pa.	1.44	3.35	10.00
Williamson, W. Va.	1.49	3.75	10.45
Chattanooga, Tenn.	1.54	3.75	10.40
Saratoga Springs, N. Y.	1.69	3.40	10.15
New York, N. Y.	1.88	3.10	10.15
Chelsea, Mass.	1.56	3.10	10.20
Bayonne, N. J.	1.71	3.10	10.15
Norfolk, Va.	1.39	3.20	10.20
Charleston, S. C.	1.43	3.30	10.65
Miami, Fla.	1.57	3.45	10.65
AVERAGE, 42 TERR'TORIES	$1.53	3.47	$10.56

*Applies to mileage in excess of 18,000 only.

Source: American Automobile Assn.

New 1953 Facts on Automotive Buying Habits

Here are new facts about the market for automobiles and allied products in the Milwaukee area . . . just put together from information obtained since January 1, from car owners themselves.

The Milwaukee Journal 1953 Consumer Analysis reports on

Automobile Ownership
Number and per cent of families owning cars
Year of purchase
Whether bought new or used
Bought from new car dealer, used car dealer, or private owner

Car Repairs
Where owner takes car for major repairs and minor repairs

Brand Preference
For gasoline, oil, tires, antifreeze, gas line freeze-up preventives.

If you have anything at all to do with the distribution, sales or advertising of automobiles or any of the above mentioned products, you will want to study these facts for yourself. Copies are available from the National Advertising Department, or our national representatives.

What Makes Milwaukee a Leading Automobile Market

INCOME per family in Milwaukee tops all but three of the 25 largest U. S. metropolitan areas, according to the U. S. census.

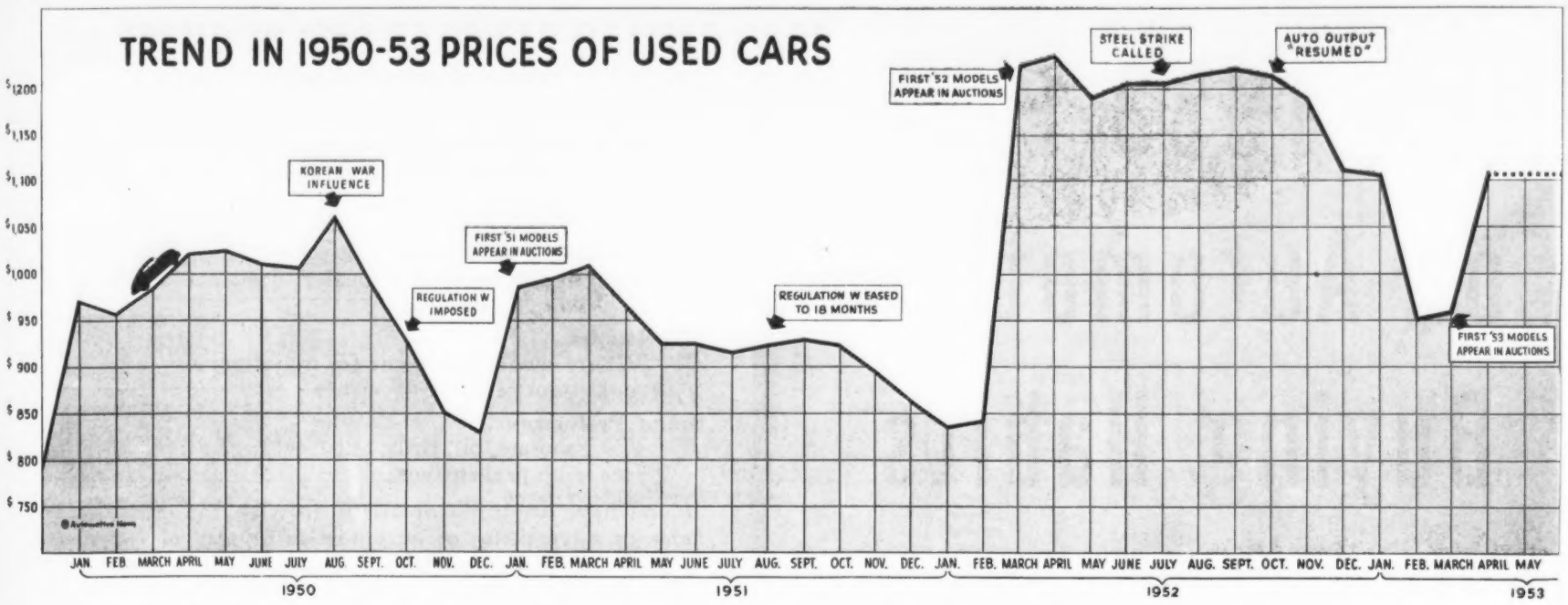
ADVERTISING RESPONSE: In 1952, as in 1951 and 1950, The Milwaukee Journal published more advertising than any other newspaper in the nation, and each year is among the top five in automotive advertising.

COVERAGE: The Journal is read by 95% of all new car buyers in Milwaukee county and most of the buyers throughout Wisconsin. In the metropolitan area, The Journal is read in three times as many homes as any other newspaper and in eight times as many homes as any magazine.

LOW COST: In addition to thorough one-paper coverage, The Journal offers an advertising rate per 1,000 circulation which is 20% lower than the average for newspapers of comparable size.

THE MILWAUKEE JOURNAL

National Representatives — O'Mara & Ormsbee, Inc.
New York Chicago Detroit • Los Angeles San Francisco



Diversion of Highway User Funds by States, 1924-1951

(Thousand Dollars)

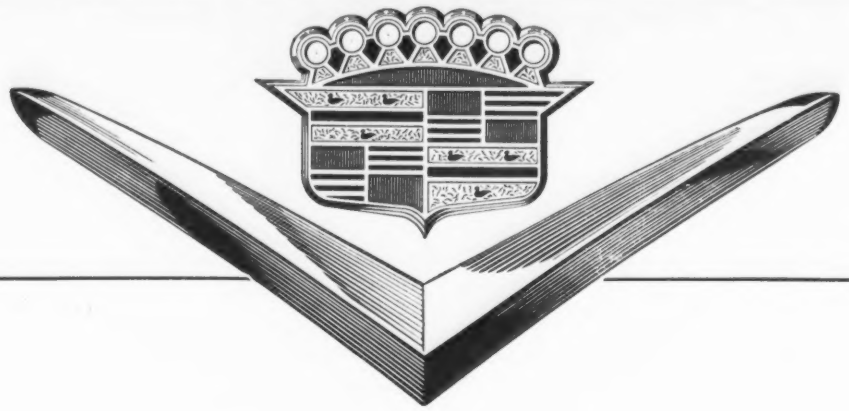
State	Sub-total 1924-1941	1942	1943	1944	1945	1946	1947	1948	1949	1950	1951	Total Diversion 1924-1951	State
Alabama	$ 6,149	$ 971	$ 920	$ 973	$ 995	$ 1,174	$ 1,343	$ 1,492	$ 1,956	$ 2,258	$ 2,425	$ 20,656	Alabama
Arizona	668	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	668	Arizona
Arkansas	838	98	.....	.....	.....	55	45	194	216	494	548	2,488	Arkansas
California	72,904	16,860	16,063	19,211	7,442	9,502	31,618	33,142	38,977	41,488	53,056	340,263	California
Colorado	4,331	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,331	Colorado
Connecticut	331	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	331	Connecticut
Delaware	2,663	859	293	503	240	220	67	1,042	.....	1,549	2,784	10,190	Delaware
District of Columbia	8,419	313	330	337	382	450	466	1,242	1,688	1,397	1,881	16,905	District of Columbia
Florida	99,113	13,053	12,077	12,813	14,116	17,998	20,752	23,141	26,205	21,600	23,890	284,758	Florida
Georgia	51,146	4,732	6,622	.....	3,310	5,820	13,655	.....	18,030	22,302	6,645	132,262	Georgia
Idaho	29	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	29	Idaho
Illinois	63,281	4,694	4,729	2,700	2,117	.....	576	.....	440	2,670	1,173	82,380	Illinois
Indiana	19,122	1,763	431	396	451	587	632	705	765	755	809	26,416	Indiana
Iowa	1,105	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,105	Iowa
Kansas	13	.....	.....	.....	.....	.....	.....	.....	.....	411	171	595	Kansas
Kentucky	9,301	841	747	777	904	.....	.....	.....	.....	.....	.....	12,570	Kentucky
Louisiana	48,321	5,662	5,086	5,272	.....	7,245	3,189	4,301	.....	.....	.....	79,076	Louisiana
Maine	142	.....	.....	.....	.....	.....	12	1	.....	.....	.....	155	Maine
Maryland	6,478	517	395	357	395	1,620	.....	.....	.....	.....	.....	9,762	Maryland
Massachusetts	49,143	1,278	869	820	364	.....	67	81	.....	.....	.....	52,622	Massachusetts
Michigan	2,210	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,210	Michigan
Minnesota	1,634	89	30	277	47	239	328	93	368	147	182	3,434	Minnesota
Mississippi	268	.....	.....	.....	.....	.....	23	.....	.....	105	80	476	Mississippi
Missouri	490	48	66	65	19	.....	.....	.....	.....	.....	.....	688	Missouri
Montana	808	105	4	4	6	19	.....	24	13	13	.....	996	Montana
Nebraska	12,217	2,311	2,024	2,037	2,421	3,078	2,244	.....	238	.....	975	27,545	Nebraska
Nevada	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	Nevada
New Hampshire	471	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	471	New Hampshire
New Jersey	98,389	10,013	8,766	3,489	18,565	617	609	690	660	30,842	22,740	19,380	New Jersey
New Mexico	4,956	587	537	530	550	739	901	556	859	609	1,187	12,011	New Mexico
New York	541,678	62,934	33,241	36,095	.....	.....	36,148	71,444	27,653	28,915	77,509	915,797	New York
North Carolina	11,789	1,185	1,064	948	1,241	1,674	1,863	2,010	2,160	2,232	2,487	28,653	North Carolina
North Dakota	4,466	2	.....	.....	.....	.....	.....	.....	.....	.....	.....	4,468	North Dakota
Ohio	102,515	13,948	11,122	4,080	7,593	9,169	7,216	.....	.....	.....	.....	155,643	Ohio
Oklahoma	20,309	8,559	7,091	7,552	2,370	.....	6,677	.....	1,311	4,845	11,670	70,384	Oklahoma
Oregon	607	68	56	.....	.....	.....	274	195	433	547	666	2,846	Oregon
Pennsylvania	107,759	14,057	10,965	10,762	6,343	28	33	19	29	.....	.....	149,995	Pennsylvania
Rhode Island	23,030	4,054	3,078	2,684	2,321	3,371	4,810	4,023	4,795	5,176	5,907	63,249	Rhode Island
South Carolina	2,396	542	376	519	562	677	737	822	896	2,849	3,839	14,215	South Carolina
South Dakota	10,830	59	46	49	41	61	88	120	52	.....	.....	11,346	South Dakota
Tennessee	35,975	7,014	7,112	4,988	7,808	6,229	7,318	5,084	.....	10,115	5,991	97,634	Tennessee
Texas	129,585	13,400	11,187	11,938	13,780	19,442	24,489	28,601	26,265	22,693	24,370	325,750	Texas
Utah	335	355	462	200	666	637	301	.....	.....	544	.....	3,500	Utah
Vermont	143	26	25	24	24	23	29	27	10	8	10	349	Vermont
Virginia	246	7	83	36	.....	77	73	132	.....	477	292	1,423	Virginia
Washington	9,068	1,221	203	223	111	.....	.....	6,092	7,864	7,527	10,651	42,960	Washington
West Virginia	319	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	319	West Virginia
Wisconsin	58,977	11,940	9,175	7,843	4,650	3,827	3,935	4,097	4,228	4,470	4,833	117,975	Wisconsin
Wyoming	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	Wyoming
TOTALS	$1,624,937	$204,165	$155,455	$138,502	$99,834	$94,578	$170,518	$189,370	$166,111	$217,038	$266,771	$3,327,279	TOTALS

Source: National Highway Users Conference

Federal-Aid Highway Funds as Apportioned to States for Year — Beginning July 1, 1953

STATE	Fed.-aid Primary Hwy. System ($247,500,000)	Secondary Feeder Roads ($165,000,000)	Urban Highways ($137,500,000)	Interstate System ($25,000,000)	Total
Alabama	$ 5,217,552	$ 4,043,898	$ 1,758,127	$ 532,314	$11,551,891
Arizona	3,653,303	2,487,990	521,973	371,953	7,035,219
Arkansas	4,064,364	3,254,652	750,705	414,318	8,484,040
California	11,273,990	5,808,764	11,929,002	1,154,002	30,165,758
Colorado	4,402,054	2,940,172	1,115,307	448,362	8,905,895
Connecticut	1,571,238	800,250	2,598,965	161,200	5,131,653
Delaware	1,200,375	800,250	275,217	121,250	2,397,092
Florida	3,903,613	2,550,784	2,406,316	398,804	9,259,517
Georgia	6,059,367	4,627,705	1,955,727	618,094	13,260,893
Idaho	3,033,324	2,132,917	258,267	308,736	5,733,244
Illinois	9,415,818	5,124,593	9,384,933	963,234	24,888,578
Indiana	5,833,702	4,020,406	3,210,481	595,500	13,660,089
Iowa	5,915,625	4,328,851	1,593,160	602,769	12,440,405
Kansas	5,950,738	4,165,742	1,261,297	605,853	11,983,630
Kentucky	4,496,820	3,736,080	1,393,596	459,028	10,085,524
Louisiana	3,812,021	2,759,226	1,967,149	389,375	8,927,771
Maine	2,061,148	1,474,586	560,854	210,101	4,306,689
Maryland	2,151,491	1,314,877	2,277,541	220,394	5,964,303
Massachusetts	3,102,505	1,149,426	5,585,538	318,932	10,156,401
Michigan	7,594,942	4,633,662	6,245,790	776,456	19,250,850
Minnesota	6,444,508	4,545,371	2,185,224	656,907	13,832,010
Mississippi	4,357,237	3,632,971	742,978	444,235	9,177,421
Missouri	7,127,588	4,822,289	3,304,889	726,976	15,981,742
Montana	4,957,442	3,409,119	315,997	504,310	9,186,868
Nebraska	4,751,285	3,369,779	787,065	483,631	9,391,760
Nevada	3,174,465	2,121,392	102,203	322,835	5,720,895
New Hampshire	$ 1,200,375	$ 800,250	$ 397,419	$ 121,250	$ 2,519,294
New Jersey	3,175,262	1,071,050	5,874,465	326,438	10,447,215
New Mexico	4,003,539	2,749,711	440,412	407,468	7,601,130
New York	11,527,309	4,622,354	17,937,120	1,182,803	35,269,586
N. Carolina	6,048,757	5,170,669	1,724,427	617,527	13,561,380
N. Dakota	3,562,057	2,585,761	226,915	362,325	6,737,058
Ohio	8,609,919	5,240,955	7,765,686	880,712	22,497,272
Oklahoma	5,245,994	3,755,923	1,466,130	534,576	11,002,623
Oregon	4,198,212	2,933,480	1,076,050	427,813	8,635,555
Pennsylvania	9,582,120	5,699,723	10,159,251	981,618	26,422,712
Rhode Island	1,200,375	800,250	959,321	121,250	3,081,196
South Carolina	3,291,443	2,726,238	923,122	335,960	7,276,763
South Dakota	3,827,991	2,733,672	260,648	389,370	7,211,681
Tennessee	5,293,910	4,127,446	1,940,548	540,208	11,902,112
Texas	15,842,002	10,607,168	6,428,891	1,615,515	34,493,576
Utah	2,824,094	1,868,149	568,628	287,607	5,548,478
Vermont	1,200,375	800,250	208,950	121,250	2,330,825
Virginia	4,645,445	3,611,080	2,092,640	474,439	10,823,604
Washington	4,064,587	2,715,106	2,024,855	414,845	9,219,393
West Virginia	2,678,927	2,330,488	873,369	273,683	6,156,467
Wisconsin	5,802,073	4,047,423	2,627,837	591,968	13,069,301
Wyoming	3,053,021	2,068,920	145,912	310,556	5,578,409
Hawaii	1,200,375	800,250	431,260	.....	2,451,885
Dist. of Columbia	1,200,375	800,250	1,159,334	121,250	3,281,209
Puerto Rico	1,269,948	1,327,682	1,153,508	.....	3,751,138

Source: National Highway Users Conference



VALUE
That Endures!

An authoritative study of national used car figures reveals that the man who owns and drives a Cadillac car can expect to realize a greater return on his motoring investment at the time of resale than any other motorist in America. And this is true not only after the first year of ownership — but after the second and third and fourth years as well. Here is clear evidence of the high regard in which the nation's motorists hold the Cadillac car . . . and of the public appreciation which exists today of Cadillac's crusade for automotive quality. And, of course, it also serves to explain, in great measure, why Cadillac owners are so contented and satisfied with their motor cars: They know that the great motoring pleasure they enjoy is coming from one of the soundest investments in the automotive world. All in all, it is another vital reason why the Cadillac franchise, like the Cadillac car itself, is enduring in its value.

Cadillac

CADILLAC MOTOR CAR DIVISION—GENERAL MOTORS CORPORATION

The Automotive Industry Picture in Canada

Sales

Canadian New Motor Vehicle Sales by Provinces in 1949-52

PROVINCE	Passenger Cars Number	Passenger Cars Retail Value	Trucks and Buses Number	Trucks and Buses Retail Value	Total, Cars—Trucks and Buses Number	Total, Cars—Trucks and Buses Retail Value
1949:						
CANADA	202,318	$412,297,863	84,023	$176,426,822	286,341	$588,724,685
Maritimes	15,850	$ 31,674,470	7,460	$ 14,393,697	23,310	$ 46,068,167
Quebec	36,782	76,603,862	14,192	31,343,200	50,974	107,947,062
Ontario	90,272	184,298,230	29,480	61,233,012	119,752	245,531,242
Manitoba	11,081	22,442,608	6,208	12,101,493	17,289	34,544,101
Saskatchewan	13,081	26,868,603	9,280	18,549,878	22,361	45,418,481
Alberta	14,994	30,642,810	10,611	22,695,391	25,605	53,338,201
British Columbia	20,258	39,767,280	6,792	16,110,151	27,050	55,877,431
1950:						
CANADA	324,903	$661,673,944	104,792	$223,995,095	429,695	$885,699,039
Maritimes	25,767	$ 50,500,906	8,508	$ 16,491,413	34,275	$ 66,992,319
Quebec	57,643	119,475,636	18,335	43,506,572	75,978	162,982,208
Ontario	142,972	295,112,409	37,272	79,820,318	180,244	374,932,727
Manitoba	16,921	34,378,687	6,681	13,954,961	23,602	48,333,648
Saskatchewan	19,184	39,313,075	12,222	23,528,865	31,406	62,841,940
Alberta	25,908	53,128,366	13,375	27,028,671	39,283	80,157,037
British Columbia	36,508	69,764,865	8,399	19,664,295	44,907	89,429,160
1951:						
CANADA	275,686	$683,182,846	109,962	$266,976,665	385,648	$950,159,511
Maritimes	19,176	46,216,299	8,874	19,192,362	28,050	65,408,661
Quebec	52,786	135,449,611	20,216	54,320,780	73,002	189,770,391
Ontario	121,479	301,159,763	37,792	94,693,818	159,271	395,853,581
Manitoba	16,668	41,029,673	6,813	15,230,404	23,481	56,260,077
Saskatchewan	18,013	44,503,873	12,411	26,462,615	30,424	70,966,488
Alberta	22,448	55,906,861	14,510	32,808,203	36,958	88,715,064
British Columbia	25,116	58,916,766	9,346	24,268,483	34,462	83,185,249
1952:						
CANADA	292,054	$724,960,046	110,205	$280,553,862	402,259	$1,005,513,908
Maritimes	21,529	45,673,825	9,740	22,104,734	31,269	74,087,559
Quebec	58,756	149,829,695	19,527	57,113,360	78,283	206,943,055
Ontario	124,624	310,842,891	36,494	92,103,606	161,118	402,946,497
Manitoba	16,351	40,111,889	6,256	15,162,693	22,607	55,274,582
Saskatchewan	19,488	48,231,062	13,383	30,802,533	32,871	79,033,595
Alberta	25,174	63,204,815	16,015	39,902,975	41,189	103,107,790
British Columbia	26,132	60,756,869	8,790	23,363,961	34,922	84,120,830

Source: Canadian Automobile Chamber of Commerce.

Canadian New Motor Vehicle Sales by Months, 1950-52

MONTH	Passenger Cars Number	Passenger Cars Retail Value	Trucks and Buses Number	Trucks and Buses Retail Value	Total, Cars—Trucks and Buses Number	Total, Cars—Trucks and Buses Retail Value
1950:						
January	21,107	$ 42,434,433	5,891	$ 12,568,623	26,998	$ 55,003,056
February	23,729	46,988,093	6,271	12,814,900	30,000	59,802,993
March	27,626	54,330,828	7,698	16,485,861	35,324	70,816,689
April	28,258	55,528,441	8,826	18,580,599	37,084	74,109,040
May	30,436	60,396,601	10,209	21,717,006	40,645	81,113,607
June	35,231	70,038,429	10,664	23,772,239	45,895	93,810,668
July	33,003	66,994,881	10,911	22,347,986	43,914	89,342,867
August	23,556	47,446,413	9,344	20,534,846	32,900	67,981,259
September	28,216	60,049,391	10,828	23,012,161	39,044	83,061,552
October	26,262	54,166,125	9,549	20,313,158	35,811	74,479,283
November	24,832	54,269,956	7,920	17,095,813	32,752	71,365,769
December	22,647	49,030,353	6,681	14,751,903	29,328	63,782,256
January-December, 1950	324,903	$661,673,944	104,792	$223,995,095	429,695	$885,669,039
1951:						
January	26,085	$ 59,093,345	7,639	$ 17,554,258	33,724	$ 76,647,603
February	33,687	78,874,505	9,889	22,145,647	43,576	101,020,152
March	38,036	90,013,291	11,576	26,893,561	49,612	116,906,852
April	34,947	88,286,551	11,233	25,872,586	46,180	114,159,137
May	25,831	67,138,598	10,614	25,497,988	36,445	92,636,586
June	23,033	59,780,450	9,647	23,969,330	32,680	83,749,780
July	20,709	53,060,311	8,551	21,478,283	29,260	74,538,594
August	14,477	36,659,335	7,154	18,421,900	21,631	55,081,235
September	18,582	47,325,427	9,414	23,510,090	27,996	70,835,517
October	13,590	34,868,995	9,211	23,180,093	22,801	58,049,088
November	13,774	35,169,160	8,162	20,459,620	21,936	55,628,780
December	12,935	32,912,878	6,872	17,959,863	19,807	50,872,741
January-December, 1951	275,686	$683,182,846	109,962	$266,976,665	385,648	$ 950,159,511
1952:						
January	13,745	$ 35,305,272	6,523	$ 17,325,815	20,268	$ 52,631,087
February	17,959	47,076,475	7,251	19,269,431	25,210	66,345,906
March	23,071	60,889,933	9,768	24,990,608	32,839	85,880,541
April	29,942	75,221,050	11,472	28,568,673	41,414	103,789,723
May	37,691	92,596,705	12,758	31,478,623	50,449	124,075,328
June	32,973	80,891,562	10,600	26,445,269	43,573	107,336,831
July	29,254	71,014,642	9,256	24,064,374	38,510	95,079,016
August	18,275	44,074,715	8,548	22,133,871	26,823	66,208,586
September	22,268	53,223,885	9,593	25,271,678	31,861	78,495,563
October	24,444	60,016,896	9,443	23,829,538	33,887	83,846,434
November	23,218	56,795,402	8,966	21,756,448	32,184	78,551,850
December	19,214	47,853,509	6,027	15,419,534	25,241	63,273,043
January-December, 1952	292,054	$724,960,046	110,205	$280,553,862	402,259	$1,005,513,908

Source: Canadian Automobile Chamber of Commerce.

Output

Canadian Vehicle Production

By Months, 1948-1952

	1948	1949	1950	1951	1952
January	16,715	13,863	28,527	39,204	34,232
February	16,382	17,197	30,137	40,592	32,448
March	27,112	25,566	30,051	47,779	33,604
April	24,243	26,685	26,386	41,060	46,908
May	21,368	26,708	35,281	42,911	42,690
June	23,362	30,096	41,383	36,229	41,910
July	15,106	25,383	40,131	30,294	34,134
August	16,959	20,475	24,272	21,833	22,853
September	23,775	30,894	38,035	29,861	41,065
October	25,057	28,125	35,573	32,462	41,659
November	26,794	19,721	30,322	29,461	31,340
December	27,305	25,921	30,738	22,086	29,868
Total	264,178	290,634	390,836	413,772	432,711

Source: Canadian Automobile Chamber of Commerce.

1951 Canadian Vehicle Production

For Domestic Use and Export

	Factory shipments of Made-in-Canada Vehicles: For Sale in Canada	For Export	Total	Shipments of Vehicles Imported from United States
	(Number of units)			
PASSENGER CARS—				
Convertible cars:				
Coupe, roadster	2,838	17	2,855	801
Sedan, touring	1	...	1	374
Permanent closed cars:				
Coupe	21,661	889	22,550	1,109
2-door sedan	59,313	691	60,004	2,108
4-door sedan	154,527	22,815	177,342	7,082
Other closed	2,865	380	3,245	1,012
Chassis (sold without bodies)	15	15,233	15,248	5
Total Passenger Cars	241,220	40,025	281,245	12,491
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:				
5,000 and less	50,365	11,570	61,935	1,238
5,001 - 10,000	22,919	2,916	25,835	1,248
10,001 - 14,000	6,895	10,577	17,472	11
14,001 - 16,000	17,031	1,645	18,676	84
16,001 - 19,500	4,610	3	4,613	270
19,501 - 26,000	2,188	44	2,232	525
Over 26,000	1,187	...	1,187	482
Total Trucks	105,195	26,755	131,950	3,858
Total Coaches or Buses	577	...	577	17
Total Commercial Vehicles	105,772	26,755	132,527	3,875
TOTAL PASSENGER AND COMMERCIAL	346,992	66,780	413,722	16,366

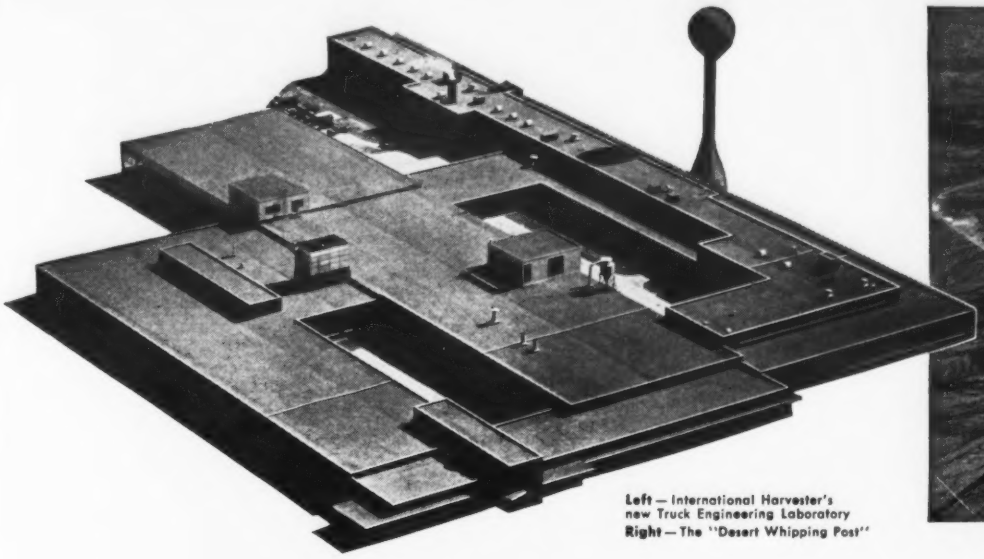
Source: Canadian Automobile Chamber of Commerce

1952 Canadian Vehicle Production

For Domestic Use and Export

	Factory Shipments of Made-in-Canada Vehicles: For Sale in Canada	For Export	Total	Shipments of Vehicles Imported from United States
		(Number of Units)		
PASSENGER CARS— Convertible cars:				
Coupe, roadster	965	4	969	1,248
Sedan, touring	...	...	...	28
Permanent closed cars:				
Coupe	17,955	681	18,636	1,572
2-door sedan	54,640	400	55,040	2,576
4-door sedan	169,264	22,332	191,596	6,673
Other closed	2,780	351	3,131	1,377
Chassis (sold without bodies)	1	14,324	14,325	46
Total Passenger Cars	245,605	38,092	283,697	13,520
COMMERCIAL VEHICLES (including trucks, buses and chassis) Maximum Gross Vehicle Weight in pounds:				
5,000 and less	59,207	13,123	72,330	1,255
5,001-10,000	20,661	3,657	24,318	978
10,001-14,000	4,914	8,354	13,268	102
14,001-16,000	12,263	11,738	24,001	55
16,001-19,500	8,996	391	9,387	224
19,501-26,000	3,888	369	4,257	362
Over 26,000	1,043	2	1,045	440
Total Trucks	110,972	37,634	148,606	3,416
Total Coaches or Buses	393	....	393	88
Total Commercial Vehicles	111,365	37,634	148,999	3,504
TOTAL PASSENGER AND COMMERCIAL	356,970	75,726	432,696	17,024

Source: Canadian Automobile Chamber of Commerce



Left — International Harvester's new Truck Engineering Laboratory
Right — The "Desert Whipping Post"

All five are in your favor!

Here's what International has to offer the man interested in a truck dealer franchise:

1. Intensive Truck Research Program. The world's most advanced exclusive truck Engineering Laboratory at Fort Wayne, Ind. enables you to offer the unique features that mean *lowest* costs to experienced truck buyers. This continuing program of truck research has developed *307 new features* for the new International line. These features were *proved* at the laboratory. Not a part, component, or truck goes into production until it has been proved here.

2. Proof from Toughest Proving Ground. Every feature in the new line was also road-proved at International Harvester's 4000-acre "Desert Whipping Post" near Phoenix, Ariz.—toughest Proving Ground in America. On a 7¼-mile paved track providing grades up to 9%, trucks are given high-speed endurance tests under heavy loads. Other roads have grades up to 60% for every known performance test. Fifteen miles of dirt roads provide plenty of rough, dusty testing. These and many other tests, at air temperatures ranging from 18°F. to 118°F., prove the durability of every new International Truck feature.

3. World's Most Complete Line. 168 basic models ranging from ½-ton to 90,000 lbs. GVW rating. 29 engines, with widest practical choice of gasoline, LPG or diesel fuel systems, available to give the right power for the job. Thousands of specialized variations mean *every* truck user is *your* prospect.

4. Strong Acceptance. Over 1,000,000 Internationals are now on the road. Every International Truck delivers the same high performance, economy, and stamina that have made Internationals the sales leaders in the heavy-duty field for 21 straight years.

5. Consistent Advertising. One of the most comprehensive programs in International's history is paving the way to the International dealer's greatest selling year.

Let these powerful sales facts work for *you*. Take advantage of this outstanding profit opportunity. For complete information on an International Truck Dealer Franchise, write *today* to your nearest International District Office or to International Harvester Company, 180 N. Michigan, Chicago 1, Illinois.

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

Better roads mean a better America

INTERNATIONAL TRUCKS

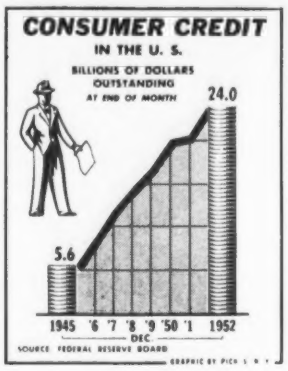
"Standard of the Highway"

New-Car Dealers by Makes and States

State	Total All Makes	Buick	Cad.	Chev.	Chrys.	Crosley	DeSoto	Dodge	Ford	Hudson	K-F	L-M	Nash	Olds.	Pack.	Pont.	Stude.	Willys
Alabama	603	36	18	102	46	11	36	58	104	19	23	17	12	55	11	63	39	33
Arizona	230	24	11	39	16	3	10	21	33	7	9	15	10	23	7	19	19	8
Arkansas	623	42	20	93	43	3	36	62	98	19	29	19	12	52	14	52	47	35
California	2394	180	90	292	156	39	157	197	288	112	115	114	94	176	90	178	162	111
Colorado	583	47	28	89	46	10	25	48	75	37	27	36	26	44	15	45	31	30
Connecticut	553	43	24	72	43	11	33	48	58	31	26	19	16	35	19	46	38	19
Delaware	103	8	2	19	6	1	5	9	14	2	9	3	5	7	4	9	4	2
Dist. of Col.	79	3	1	5	7	2	7	7	12	5	5	3	5	5	2	4	5	5
Florida	677	48	25	99	42	23	40	67	96	34	34	27	18	45	24	54	39	27
Georgia	762	66	26	124	63	8	46	96	129	25	30	33	17	78	17	97	41	24
Idaho	318	27	13	46	23	3	26	37	41	20	10	28	10	29	11	29	29	19
Illinois	2708	205	73	429	191	35	165	202	378	120	208	104	96	204	88	200	140	81
Indiana	1497	110	53	236	100	25	99	119	215	81	91	33	49	111	57	117	96	59
Iowa	1621	124	65	333	116	12	101	135	279	66	102	97	45	130	33	150	80	44
Kansas	1163	84	50	215	82	11	82	110	166	49	47	36	33	117	23	100	57	36
Kentucky	883	71	30	142	61	8	53	97	133	32	36	28	25	69	31	80	52	47
Louisiana	588	34	13	88	47	9	34	55	92	17	36	22	11	43	11	52	41	20
Maine	402	28	14	73	29	3	18	35	63	19	25	7	16	24	8	36	20	13
Maryland	488	27	12	62	45	3	38	41	63	28	25	19	23	37	15	38	36	22
Massachusetts	1227	80	45	172	100	10	80	92	132	64	84	42	57	94	42	109	72	33
Michigan	2031	146	66	282	135	13	138	160	273	109	144	78	86	163	73	181	85	93
Minnesota	1599	120	45	330	125	8	113	134	263	65	91	56	39	129	33	134	97	33
Mississippi	675	46	20	112	57	7	43	65	109	18	23	26	14	40	16	66	49	18
Missouri	1417	85	49	242	107	11	96	121	211	50	79	48	47	117	28	123	78	54
Montana	467	31	22	94	25	2	21	45	63	19	24	29	15	38	14	37	29	31
Nebraska	916	64	26	171	73	3	50	73	165	17	71	29	17	57	30	78	48	55
Nevada	91	7	4	13	7	0	8	12	14	4	2	5	4	6	6	10	8	3
New Hampshire	295	20	12	56	16	3	9	23	41	14	29	12	10	22	6	25	12	11
New Jersey	1170	61	35	141	98	17	85	99	118	59	69	42	51	82	46	85	80	47
New Mexico	246	28	13	34	19	2	17	28	28	14	7	11	8	20	8	26	19	10
New York	2786	165	75	384	214	33	173	255	336	140	168	107	121	221	104	230	167	118
N. Carolina	1101	88	42	157	67	12	67	96	171	37	56	44	34	84	33	108	68	54
N. Dakota	570	33	10	130	43	2	45	47	90	14	33	8	14	42	9	42	33	22
Ohio	2407	184	79	373	172	41	175	197	315	108	151	83	82	222	94	206	137	90
Oklahoma	1045	80	38	176	56	5	69	87	155	24	37	39	38	88	25	109	51	33
Oregon	576	42	23	99	33	8	34	46	68	22	27	30	32	43	23	49	33	35
Penn.	3045	193	48	381	255	42	224	284	351	167	169	89	126	181	109	234	173	106
Rhode Island	188	12	5	20	15	1	12	15	16	14	13	6	10	15	11	13	12	7
S. Carolina	532	46	22	92	30	4	34	47	89	17	22	13	15	42	15	56	30	18
S. Dakota	560	39	15	112	32	2	44	42	105	16	27	14	16	37	14	40	35	27
Tennessee	809	58	16	121	57	10	55	74	111	32	36	21	21	46	22	65	56	30
Texas	2540	221	85	433	226	20	168	261	329	83	74	141	77	198	54	256	140	83
Utah	291	26	15	37	18	2	18	21	42	16	17	21	7	19	6	31	22	13
Vermont	220	12	9	36	18	3	10	14	33	4	13	12	11	14	6	17	12	8
Virginia	981	57	31	144	83	12	61	87	152	32	52	33	31	86	30	88	60	39
Washington	774	49	22	116	51	8	47	74	106	26	44	27	37	53	18	60	43	39
W. Virginia	608	40	17	95	46	14	36	57	85	29	27	21	19	51	22	56	34	41
Wisconsin	1663	138	45	350	110	11	89	126	276	67	91	46	53	138	47	153	91	53
Wyoming	273	23	13	46	17	1	14	21	35	13	10	17	8	25	9	24	19	19
Total	47378	3400	1515	7507	3467	527	3046	4147	6619	2017	2577	1809	1623	3657	1433	4080	2769	1858

(As of March 1, 1953)

Source—R. L. Polk & Co.



New-Car Stocks In Postwar

(Estimated by Automotive News)

Period Ending	Cars in Field Stocks†	Cars in Transit to Dealers	Dealers' Total Potential Inventory Stocks
Jan. 1, '50	251,754	188,500	440,254
Apr. 1, '50	276,136	158,000	434,136
June 1, '50	247,680	160,200	407,880
Sept. 1, '50	239,642	160,400	400,042
Dec. 1, '50	295,521	128,300	423,821
Jan. 1, '51	305,888	89,900	404,788
Apr. 1, '51	406,541	138,500	545,041
July 1, '51	357,606	90,700	448,306
Aug. 1, '51	299,786	87,500	387,286
Sept. 1, '51	283,402	86,800	370,202
Oct. 1, '51	250,762	79,500	330,262
Nov. 1, '51	230,804	76,000	306,804
Dec. 1, '51	250,445	77,500	327,945
Jan. 1, '52	224,968	31,000	255,968
Feb. 1, '52	198,762	69,000	267,762
Mar. 1, '52	182,577	76,000	258,577
Apr. 1, '52	213,391	83,000	296,391
May 1, '52	251,674	88,000	339,674
June 1, '52	232,036	70,000	302,036
July 1, '52	193,462	84,500	277,962
Aug. 1, '52	162,086	12,000	174,086
Sept. 1, '52	149,091	77,000	226,091
Oct. 1, '52	233,556	89,000	322,556
Nov. 1, '52	308,894	90,500	399,394
Dec. 1, '52	287,247	76,000	363,247
Jan. 1, '53	291,671	83,300	374,971
Feb. 1, '53	324,835	86,600	*412,035
Mar. 1, '53	379,689	87,200	466,889

†Field stocks include cars actually at dealerships, those warehoused by dealers and factories and demonstrators.

*Revised.

New-Car Sales Boxscore . . .

Ford vs. Chevrolet

POSTWAR

FORD New-Car Sales	FORD Pct. Share of Market	Year	CHEVROLET Pct. Share of Market	CHEVROLET New-Car Sales
732,481	17.62	1952	20.50	852,542
862,309	17.04	1951	21.08	1,067,042
1,166,118	18.43	1950	22.45	1,420,399
806,766	16.68	1949	21.32	1,031,466
486,888	13.95	1948	20.33	709,609
532,646	16.82	1947	20.23	640,709
326,822	18.01	1946	18.16	329,601
702,004	16.94	7-Year Average	20.58	864,481

PREWAR

602,013	16.14	1941	23.59	880,346
542,755	15.89	1940	24.99	853,529
481,496	18.15	1939	22.57	598,834
363,688	19.23	1938	24.55	464,337
765,933	21.99	1937	22.05	768,040
826,519	30.12	1935	23.93	656,698
618,708	20.50	7-Year Average	24.14	736,005

Percent of Vehicles Parked in Central Business District for Each Trip Purpose

Population group (thousands)	Number of cities	TRIP PURPOSE Work	Business	Shopping	Other
Under 25	13	16%	31%	33%	20%
25 to 50	6	16	29	30	25
50 to 100	3	13	37	29	21
100 to 250	10	19	39	21	21
250 to 500	6	18	44	20	18
500 and over	2	31	40	19	10
Total	40	18%	38%	24%	20%

Source: Automobile Manufacturers Assn.

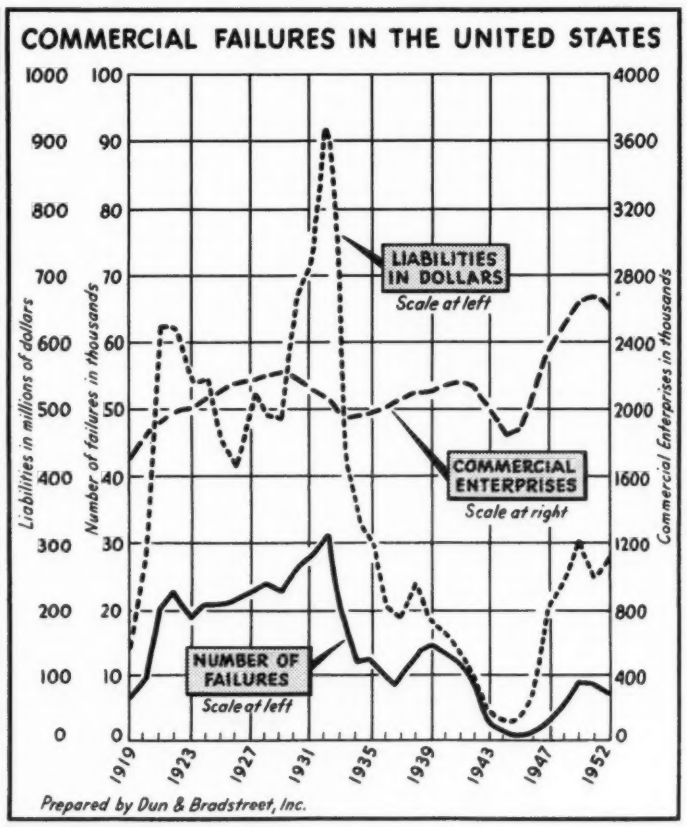
1952 New-Car Sales by Months

Jan.	301,379
Feb.	295,459
Mar.	322,857
Apr.	374,288
May	422,217
June	423,655
July	340,454
Aug.	215,668
Sept.	318,870
Oct.	383,385
Nov.	360,256
Dec.	399,906
Total	4,158,394

• • •

1952 New-Truck Sales by Months

Jan.	59,661
Feb.	59,285
Mar.	63,364
Apr.	73,461
May	71,690
June	71,471
July	72,134
Aug.	57,786
Sept.	65,381
Oct.	77,486
Nov.	70,431
Dec.	69,949
Total	812,099



Monthly Service Departmental Averages

Type of service bought (percentagewise) to total repair orders written in 1952

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Av. for Yr.
Lubrications	23.03	25.00	25.64	26.89	27.60	27.85	27.21	26.03	25.89	24.96	24.71	23.85	25.72
Oil Changes	17.53	18.57	19.50	21.00	20.85	20.85	20.10	19.32	19.07	18.92	19.00	17.60	19.35
Wash-Polish	6.21	7.67	7.96	8.07	7.21	6.60	5.89	5.46	5.71	5.96	5.96	5.07	6.48
Minor Motor Work	42.35	39.28	38.42	37.42	37.53	37.17	37.71	36.54	37.28	39.28	41.85	42.41	38.93
Major Motor Work	6.32	6.39	6.85	6.82	6.89	6.96	6.96	6.46	6.82	7.71	8.17	7.75	7.00
Brake	9.14	10.28	10.50	11.82	11.92	12.17	11.85	11.61	11.53	10.53	9.78	9.75	10.90
Chassis	13.17	14.85	15.07	16.57	18.17	18.32	18.64	18.68	19.14	17.67	16.14	15.46	16.82
Body	9.10	10.28	10.07	9.89	9.78	9.96	9.96	9.53	9.39	9.89	9.14	9.07	9.67
Miscellaneous	....	6.10	5.35	5.39	4.71	4.64	5.03	5.21	5.07	4.89	4.64	5.10	4.67
Av. No. of Items Per Repair Order	1.27	1.38	1.39	1.44	1.45	1.45	1.43	1.39	1.40	1.40	1.39	1.36	1.39

—Courtesy John E. Wolf Co.

who's the big wheel in Cincinnati?

TIMES-STAR

Last year the Cincinnati Times-Star published more Automotive Display linage than any other Cincinnati newspaper.

CHARLIE BONNER, ***automotive editor***

NEW YORK 17: 60 E. 42nd St.; CHICAGO 1: 228 N. LaSalle St.; WEST COAST: John E. Lutz Co., 435 N. Michigan Ave., Chicago 11

Network Expenditure of Individual Passenger Car Advertisers, '44-'52

Advertiser	RADIO Total 1944	Total 1945	Total 1946	Total 1947	Total 1948	Total 1949	Total 1950	Total 1951	Total 1952
Buick	$.....	$.....	$.....	$.....	$.....	$.....	$.....	$ 86,389	$ 92,337
Cadillac	.....	.....	.....	.....	.....	.....	.....	.....	.....
Chevrolet	.....	.....	.....	.....	127,539	7,850	40,100	5,526	63,602
Chrysler	782,064	780,148	336,672	231,717	819,306	898,176	904,908	.....	.....
DeSoto-Plym.	.....	.....	.....	.....	.....	.....	.....	834,161	795,876
Dodge	.....	.....	.....	.....	.....	.....	.....	.....	.....
Fisher Body	.....	.....	.....	.....	.....	4,022	4,278	7,834	14,500
Ford	2,710,000	1,528,470	1,534,667	908,970	1,635,294	1,251,459	713,042	.....	143,778
General Motors	999,219	1,158,392	1,483,220	978,487	1,048,500	603,420	616,510	502,510	486,430
Hudson	.....	.....	.....	.....	.....	.....	.....	.....	.....
Kaiser-Frazer	.....	.....	.....	244,114	957,708	726,486	.....	.....	.....
Nash	8,935	542,293	608,700	.....	86,148	.....	.....	.....	.....
Oldsmobile	.....	.....	.....	.....	.....	.....	.....	.....	138,089
Packard	.....	.....	.....	.....	.....	.....	.....	.....	.....
Plymouth	.....	.....	.....	.....	.....	.....	.....	46,700	149,445
Pontiac	.....	.....	.....	.....	.....	21,500	.....	96,485	28,635
Studebaker	.....	.....	18,643	64,153	64,218	140,392	70,940	.....	.....
Willys	.....	.....	.....	.....	.....	.....	.....	.....	228,278
Miscellaneous	.....	.....	.....	.....	66,618*	.....	.....	.....	.....
Total	$4,500,218	$4,009,303	$3,981,902	$2,427,441	$4,805,331	$3,653,305	$2,349,778	$1,593,090	$2,140,970

*Tucker Corp.
These figures represent rate of network facilities only.
Talent costs of programs are not included.

1952 Motor Truck Factory Sales by Gross Vehicle Weight

TOTAL SALES FROM U. S. PLANTS

G.V.W.) in lbs.)	5,000 & less	5,001 to 10,000	10,001 to 14,000	14,001 to 16,000	16,001 to 19,500	19,501 to 26,000	Over 26,000	Total
December, 1951	31,574	15,467	5,298	18,538	4,721	7,743	3,144	86,485
12 Months, 1951	587,649	260,360	99,140	278,103	68,899	81,066	42,151	1,417,368
January, 1952	35,577	17,832	5,914	22,409	6,368	9,176	4,234	101,510
February	35,116	18,114	6,251	23,278	5,149	9,132	4,327	101,367
March	39,512	19,452	5,857	24,347	5,692	10,076	5,028	109,964
April	44,191	22,313	5,670	21,959	4,604	10,062	4,832	113,631
May	40,360	22,934	5,678	19,243	4,326	10,033	3,434	106,008
June	44,126	23,755	5,373	19,994	4,242	8,964	3,810	110,264
July	15,950	8,530	1,897	7,010	1,502	5,069	3,273	43,231
August	22,761	9,363	2,057	7,622	1,352	6,177	2,724	52,056
September	51,787	22,305	3,864	17,846	3,416	9,735	3,422	112,375
October	62,480	26,374	5,305	21,205	3,437	9,544	3,719	132,064
November	56,428	21,130	4,176	17,473	2,904	8,568	3,427	114,106
December	56,930	22,466	4,266	16,899	2,625	8,915	3,713	115,814
12 Months, 1952	505,218	234,568	56,308	219,285	45,617	105,451	45,943	1,212,390

U. S. DOMESTIC MARKET

G.V.W.) in lbs.)	5,000 & less	5,001 to 10,000	10,001 to 14,000	14,001 to 16,000	16,001 to 19,500	19,501 to 26,000	Over 26,000	Total
December, 1951	27,287	13,523	3,724	12,736	3,650	6,561	2,841	70,322
12 Months, 1951	516,391	229,065	84,183	199,967	53,568	72,328	38,958	1,194,460
January, 1952	31,102	15,649	4,873	16,666	4,909	8,323	3,971	85,493
February	31,005	15,560	5,055	17,416	3,856	8,239	4,080	85,157
March	34,732	16,896	5,037	18,104	3,843	9,290	4,712	92,614
April	39,302	19,614	4,743	17,358	3,348	9,262	4,483	98,110
May	35,978	20,006	4,555	14,891	3,029	9,286	3,238	90,983
June	39,214	20,761	4,628	15,632	3,999	8,198	3,530	94,962
July	13,717	7,582	1,537	4,820	1,075	4,468	3,032	36,231
August	20,100	8,329	1,626	5,877	944	5,812	2,516	45,204
September	47,102	19,944	3,354	14,350	2,268	9,226	3,131	99,375
October	57,189	23,449	4,586	16,046	2,579	9,106	3,494	116,449
November	52,170	19,011	3,778	13,890	2,336	8,093	3,226	102,504
December	52,346	20,188	3,722	13,721	1,935	8,257	3,479	103,648
12 Months, 1952	453,957	206,935	47,494	168,771	33,121	97,560	42,892	1,050,730

FOREIGN MARKET

G.V.W.) in lbs.)	5,000 & less	5,001 to 10,000	10,001 to 14,000	14,001 to 16,000	16,001 to 19,500	19,501 to 26,000	Over 26,000	Total
December, 1951	4,287	1,944	1,574	5,802	1,071	1,182	303	16,163
12 Months, 1951	71,258	31,295	14,957	78,136	15,331	8,738	3,193	222,908
January, 1952	4,475	2,183	1,041	5,743	1,459	853	263	16,017
February	4,111	2,608	1,196	5,862	1,293	893	247	16,210
March	4,780	2,556	820	6,243	1,849	786	316	17,350
April	4,889	2,699	927	4,601	1,256	800	349	15,521
May	4,382	2,928	1,123	4,352	1,297	747	196	15,025
June	4,912	2,994	745	4,362	1,243	766	280	15,302
July	2,233	948	360	2,190	427	601	241	7,000
August	2,661	1,034	431	1,745	408	365	208	6,852
September	4,685	2,361	510	3,496	1,148	509	291	13,000
October	5,291	2,925	719	5,159	858	438	225	15,615
November	4,258	2,119	398	3,583	568	475	201	11,602
December	4,584	2,278	544	3,178	690	658	234	12,166
12 Months, 1952	51,261	27,633	8,814	50,514	12,496	7,891	3,051	161,660

Source: Automobile Manufacturers Assn.

Motor Truck Factory Sales by G.V.W., 1946-1952

YEAR	5,000 lb. & Less Units	% of Total	5,001-10,000 lb. Units	% of Total	10,001-14,000 lb. Units	% of Total	14,001-16,000 lb. Units	% of Total	16,001-19,500 lb. Units	% of Total	19,501-26,000 lb. Units	% of Total	Over 26,000 lb. Units	% of Total	Total Units	% of Total
1952	505,218	41.7	234,568	19.3	56,308	4.6	219,285	18.1	45,617	3.8	105,451	8.7	45,943	3.8	1,212,390	100
1951	589,149	41.5	260,360	18.3	99,140	7.0	278,098	19.6	68,937	4.9	81,073	5.7	42,254	3.0	1,419,011	100
1950	627,406	47.1	266,043	20.0	89,156	6.7	219,918	16.5	53,484	4.0	47,029	3.5	29,239	2.2	1,332,274	100
1949	513,148	45.5	279,359	24.8	84,605	7.5	173,137	15.3	37,227	3.3	23,798	2.1	17,351	1.5	1,128,625	100
1948	485,088	35.6	267,720	19.6	182,500	13.4	280,535	20.6	76,711	5.6	50,023	3.7	21,279	1.5	1,363,856	100
1947	375,445	30.8	182,490	14.9	265,989	21.8	285,589	23.4	41,606	3.4	42,761	3.5	26,754	2.2	1,220,634	100
1946	330,730	35.5	88,235	9.5	247,912	26.6	200,574	21.6	24,162	2.6	25,252	2.7	13,874	1.5	930,739	100

Television

1952 Network Gross Time Sales

AUTOMOTIVE — CARS:	CBS	NBC	ABC	DuM	TOTAL
Chrysler Corp.	$	$1,491,869	$	$119,493	$ 1,611,362
Ford Motor Co.	1,841,225	1,224,615	.....	.....	3,065,840
General Motors Corp.	1,374,790	2,852,781	9,240	4,554	4,241,365
Kaiser-Frazer Corp.	.....	251,905	126,360	.....	378,265
Nash-Kelvinator Corp.	.....	.....	848,025	.....	848,025
Packard Motor Car Co.	.....	.....	.....	27,882	27,882
Willys-Overland Motors	79,194	.....	.....	.....	79,194
TOTAL CARS	$3,295,209	$5,821,170	$983,625	$151,929	$10,251,933
TIRES:					
Firestone Tire & Rubber Co.	$	$1,235,070	$	$	$ 1,235,070
General Tire & Rubber Co.	.....	17,070	.....	.....	17,070
B. F. Goodrich Co.	863,877	.....	.....	.....	863,877
Goodyear Tire & Rubber Co.	55,275	1,120,150	247,035	.....	1,422,460
Seiberling Rubber Co.	.....	.....	91,220	.....	91,220
U. S. Rubber Co.	.....	541,425	.....	.....	541,425
TOTAL	$ 919,152	$2,913,715	$338,255	.....	$ 4,171,122
ACCESSORIES:					
American Home Products Corp.	$	$	$	$123,100	$ 123,100
Electric Auto-Lite Co.	918,645	.....	.....	.....	918,645
TOTAL	$ 918,645	.....	.....	$123,100	$ 1,041,745

Source: Publishers Information Bureau, Inc.

Radio

1952 Network Gross Time Sales

AUTOMOTIVE:	CBS	NBC	ABC	MBS	TOTAL
Chrysler Corp.	$ 57,209	$851,288	$	$36,824	$ 945,321
Ford Motor Co.	143,778	.....	.....	....	143,778
General Motors Corp.	173,089	38.174	604,150	8,180	823,593
Willys-Overland Motors, Inc.	228,278	.....	.....	....	228,278
Total	$602,354	$889,462	$604,150	$45,004	$2,140,970
TIRES:					
Firestone Tire & Rubber Co.	$	$706,147	$	$	$ 706,147
General Tire & Rubber Co.	.....	57,530	.....	42,000	99,530
Goodyear Tire & Rubber Co.	.....	.....	525,036	....	525,036
Total	$	$763,677	$525,036	$42,000	$1,330,713
ACCESSORIES:					
American Home Products Corp.	$	$217,485	$	$	$ 217,485
Electric Auto-Lite Co.	687,132	.....	.....	....	687,132
Total	$687,132	$217,485	$	$	$ 904,617

These figures represent rate of network facilities only. Talent costs of programs not included.

Canadian Sales and Excise Taxes

Remitted to the Federal Government by the Canadian Automobile Industry—1952

	Sales Tax	Excise Tax	TOTAL
January	$ 2,972,677	$ 3,679,057	$ 6,651,734
February	4,660,565	6,136,626	10,797,191
March	5,677,731	7,824,643	13,502,374
April	6,101,481	6,588,966	12,690,447
May	7,227,688	7,265,348	14,493,036
June	7,218,007	6,551,938	13,769,945
July	6,806,272	6,283,893	13,090,165
August	4,697,941	4,653,587	9,351,528
September	5,396,462	5,052,566	10,449,028
October	6,422,108	5,954,497	12,376,605
November	5,539,180	4,702,479	10,241,659
December	5,578,714	5,495,437	11,074,151
12 Months Total	$68,298,826	$70,189,037	$138,487,863

Employes, Payroll, Dealers

	Employes	Payroll	Dealers
January	32,160	$ 9,972,168	5,483
February	33,083	9,515,485	5,486
March	34,607	11,084,235	5,249
April	35,836	12,797,542	5,266
May	36,411	10,899,850	5,283
June	36,199	12,133,237	5,281
July	36,730	12,245,492	5,269
August	34,016	8,884,332	5,282
September	36,266	11,442,703	5,303
October	34,798	11,629,557	5,305
November	36,211	10,408,094	5,227
December	33,059	10,979,578	5,226
TOTAL		$131,992,273	

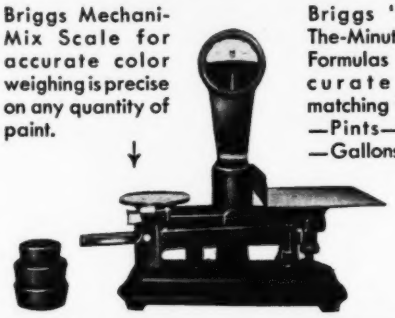
Compiled by Canadian Automobile Chamber of Commerce, Inc., from reports of 10 manufacturers—14th January, 1953.

BRIGGS COLOR SERVICE NEWS

Published by **BRIGGS MANUFACTURING COMPANY** • *Refinishing Materials Division*
DETROIT 11, MICHIGAN
BODY BUILDERS AND FINISHERS SINCE 1909

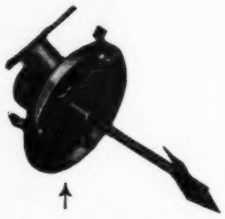
VOL. 2 1953 NO. 6

AUTO DEALERS DISCOVER BRIGGS TREASURE CHEST OF COLORS



Briggs Mechani-Mix Scale for accurate color weighing is precise on any quantity of paint.

Briggs "Up-To-The-Minute" Paint Formulas for accurate color matching formulas —Pints—Quarts —Gallons.



Briggs "Exclusive Design" Gear Covers for speedy mixing eliminates spillage and linkage.

BRIGGS MECHANI-MIX COLOR SERVICE WITH 24 BASIC TINTS—MAKES OVER 4,000 FACTORY MATCHED COLORS

The new Briggs Mechani-Mix "Power-Driven" Paint Mixer was acclaimed by automotive dealers who visited the Briggs Refinishing Division display at the N.A.D.A. Convention in San Francisco. Thousands of dealers hailed the Paint Mixer as truly a "treasure chest for mixing colors."

The Mechani-Mix was described by one dealer as "Invaluable for many reasons," as he praised the specially designed paddle which assures positive agitation of pigments for correct color matching.

One of the most frequent remarks of approval resulted from dealers' opinions that the Mechani-Mix Color Service would put their Service Departments in the Paint Business on the right basis . . . A PROFITABLE BASIS.

With the Briggs Mechani-Mix "Power-Driven" Paint Mixer in his Service Department, a dealer's paint shop can furnish, with ease and assurance, over 4,000 FACTORY MATCHED COLORS for all American-made cars and trucks from 1940 through 1952 with the use of only 24 basic tints . . . either lacquer or enamel.

Unlike the typical old dealer paint shop where half-empty cans and obsolete colors representing thousands of dollars tied up in unnecessary inventory and large floor areas, the Briggs Mechani-Mix Color Service puts a dealer in the paint business with the use of only 15 square feet and 24 gallon cans of paint in his already crowded Service Department.

The Briggs Mechani-Mix Machine and rack for storing cans not in use, their Book of Paint Formulas to assure accurate matching, 24 base tints furnished in gallons . . . the most economical size . . . complete the dealer's paint shop. Small inventory, little work area, rapid turnover, compact equipment, satisfactory service for a life time and satisfied customers assure up to 50% in extra profits.

Briggs Manufacturing Company, Refinishing Division, through constant research and years of experience has developed the Mechani-Mix Color Service Paint Mixer and 24 basic tints to furnish automobile paint and body shops with the most complete line of FACTORY MATCHED COLORS in the Automotive Service Industry. Briggs, the company behind the product, is the world's largest independent automobile body manufacturer. As automobile body builders and finishers since 1909, Briggs offers over 44 years' experience and 17 great plants as assurance that the MECHANI-MIX COLOR SERVICE, and all the products manufactured for the automotive industry are of the highest possible quality.

BRIGGS T-11
FAMOUS FORMULA LACQUER THINNER

Multi-Purpose— Free Flowing— Has All the Best Ingredients!

"The Painters' Choice Everywhere"

Briggs T-11 Lacquer Thinner is absolutely the world's finest free flowing, quick leveling thinner. T-11 is phenomenal—colossal—stupendous!

Great savings in time and labor can be had by using Briggs T-11 Free Flowing Lacquer Thinner. T-11 is a non-toxic thinner of complete uniform quality and is highly blush resistant.

You pay no more for T-11 than you do for ordinary thinners. Try T-11 just once and you will never go back to ordinary thinners again.

This product was developed, blended and tested by outstanding experts in the autobody refinishing trade.

Briggs T-11 Thinner is sold all over the world and is acclaimed as superior in every respect to ordinary thinners—truly "The Painter's Choice Everywhere."

Briggs T-11 Lacquer Thinner is unconditionally guaranteed. It is available in 1-gallon cans, 5-gallon cans and 53-gallon drums.

1953 X-ACT MATCH COLOR KITS NOW ON SALE AT DEALERS

The Briggs X-ACT MATCH COLOR Kit, created especially for the 1953 Chrysler line of cars is reported by dealers throughout the U.S.A. to be a fast turnover, high-profit sales item.

The kit consists of a 24 bottle assortment of Touch-Up Colors on display and 36 in reserve. Each bottle has a brush built-in cap.

44 Years of Experience in Building and Painting Automobile Bodies

Briggs also sells the world's finest automotive finishing materials—LACQUERS, ENAMELS, PRIMER SURFACERS, THINNERS, RUBBING COMPOUNDS, X-ACT MATCH COLOR KITS, DOOR PANELS, SECTIONAL REPAIR PARTS, COLOR MIXING SERVICE. A Briggs distributor is near you.

OTHER PRODUCTS OF BRIGGS MANUFACTURING COMPANY

- Automobile Bodies and Component Parts
- Automobile Metal Stampings
- Decorative Plastic Panels and Moldings
- Automotive Finishes
- Briggs Beautyware Plumbing Fixtures
- Enamel Ware—Vitreous China Ware—Brass Plumbing Fixtures

R.M.D. #197

Estimated Consumption of Motor Fuel and Oil on Farms for 1951 by Automobiles, Trucks and Tractors

	GALLONS OF MOTOR FUEL				GALLONS OF MOTOR OIL			
	Automobiles	Trucks	Tractors	TOTAL	Automobiles	Trucks	Tractors	TOTAL
Alabama	22,320,000	34,650,000	49,198,500	106,168,500	669,600	1,039,500	1,228,500	2,937,600
Arizona	5,640,000	5,890,000	13,984,900	25,514,900	169,200	161,500	310,300	641,000
Arkansas	25,530,000	42,000,000	68,024,000	135,554,000	759,000	1,147,500	1,623,300	3,529,800
California	87,500,000	56,400,000	135,680,000	279,580,000	2,555,000	1,692,000	3,445,000	7,692,000
Colorado	22,500,000	18,330,000	73,080,000	113,910,000	650,000	526,400	1,560,000	2,736,400
Delaware	2,448,000	1,419,000	5,119,725	8,986,725	73,440	40,850	133,500	247,790
Florida	17,100,000	12,710,000	15,657,000	45,467,000	475,000	381,300	408,000	1,264,300
Georgia	32,550,000	38,480,000	63,832,000	134,862,000	976,500	1,154,400	1,580,000	3,710,900
Idaho	17,425,000	12,540,000	37,500,100	67,465,100	524,800	376,200	934,000	1,835,000
Illinois	78,800,000	41,580,000	265,258,500	385,638,500	2,364,000	1,247,400	6,661,200	10,272,600
Indiana	62,400,000	26,520,000	122,217,700	211,137,700	1,872,000	748,000	2,863,300	5,483,300
Iowa	102,520,000	30,660,000	264,555,900	397,735,900	3,052,300	876,000	6,170,400	10,098,700
Kansas	62,560,000	51,000,000	218,943,900	332,503,900	1,876,800	1,300,000	5,288,500	8,465,300
Kentucky	37,210,000	36,300,000	53,070,600	126,580,600	1,122,400	1,056,000	1,242,700	3,421,100
Louisiana	26,400,000	21,000,000	52,753,550	100,153,550	786,000	600,600	1,261,400	2,648,000
Maryland	12,410,000	7,604,500	23,989,875	44,004,375	372,300	227,000	555,750	1,155,050
Michigan	65,520,000	21,735,000	100,396,800	187,651,800	1,965,600	655,200	2,570,400	5,191,200
Minnesota	80,000,000	29,625,000	234,033,200	343,658,200	2,400,000	869,000	5,390,400	8,659,400
Mississippi	30,750,000	39,600,000	56,998,800	127,348,800	918,400	1,135,200	1,338,000	3,391,600
Missouri	55,945,000	39,160,000	126,316,000	221,421,000	1,670,000	1,121,400	2,883,300	5,674,700
Montana	14,580,000	15,372,000	65,439,000	95,391,000	432,000	461,160	1,584,000	2,477,160
Nebraska	50,220,000	21,080,000	149,147,000	220,447,000	1,512,800	620,000	3,892,000	6,024,800
Nevada	1,395,000	1,914,000	3,657,700	6,966,700	42,000	56,100	82,950	181,050
New England	35,332,000	25,900,000	25,542,650	86,774,650	1,064,800	740,000	642,950	2,447,750
New Jersey	13,050,000	10,920,000	15,872,000	39,842,000	391,500	286,000	446,400	1,123,900
New Mexico	8,525,000	8,160,000	18,898,350	35,583,350	248,000	238,000	433,200	919,200
New York	48,545,000	27,720,000	73,088,400	149,353,400	1,463,000	770,000	1,898,400	4,131,400
North Carolina	62,050,000	33,600,000	70,098,200	165,748,200	1,870,000	980,000	1,759,400	4,609,400
North Dakota	28,500,000	20,480,000	151,836,600	200,816,600	855,000	614,400	3,682,200	5,151,600
Ohio	80,180,000	32,120,000	111,421,600	223,721,600	2,405,400	912,500	2,644,500	5,962,400
Oklahoma	45,600,000	38,000,000	122,724,000	206,324,000	1,363,200	1,140,000	3,019,400	5,522,600
Oregon	30,240,000	18,275,000	42,120,000	90,635,000	850,500	550,400	1,080,000	2,480,900
Pennsylvania	55,440,000	26,950,000	83,114,200	165,504,200	1,663,200	770,000	2,213,100	4,646,300
South Carolina	30,360,000	16,200,000	32,925,100	79,485,100	915,200	486,000	806,000	2,207,200
South Dakota	33,970,000	15,910,000	122,472,000	172,352,000	1,019,100	473,000	2,916,000	4,408,100
Tennessee	36,580,000	35,000,000	55,053,900	126,633,900	1,097,400	1,050,000	1,326,600	3,474,000
Texas	125,130,000	94,050,000	324,902,900	544,082,900	3,715,200	2,722,500	8,038,300	14,476,000
Utah	9,240,000	8,415,000	16,816,800	34,471,800	262,500	239,250	471,900	973,650
Virginia	44,160,000	23,180,000	34,510,200	101,850,200	1,305,600	695,400	865,300	2,866,300
Washington	36,210,000	27,795,000	43,146,000	107,151,000	1,065,000	714,000	1,128,000	2,907,000
West Virginia	13,490,000	13,630,000	6,027,000	33,147,000	399,000	377,000	147,000	923,000
Wisconsin	71,060,000	28,290,000	131,394,000	230,744,000	2,131,800	852,800	3,294,000	6,278,600
Wyoming	6,760,000	8,120,000	15,732,000	30,612,000	195,000	196,000	404,800	795,800
TOTAL	1,728,145,000	1,118,284,500	3,696,550,650	6,542,980,150	51,519,540	32,299,960	90,224,350	174,043,850

Source: Farm Implement News—September, 1952.
Farm Consumption of Liquid Petroleum Fuels & Motor Oil—U. S. Dept. of Agriculture—Bureau of Agricultural Economics—Issued 1949.
Compiled by Farm Journal Research Department.

Farm Vehicle Survey by States

	Pass. Cars on Farms*	Motor Trucks on Farms**	Tractors on Farms**	Number of Farms*	Cash Farm Income§ (Thousands)	Value of Farm Equip.‡	Farms with $1,000 Equip. or more‡
Alabama	71,276	56,404	60,004	211,512	$ 114,961	$ 57,070,269	16,333
Arizona	11,775	8,164	11,318	10,412	352,686	15,295,843	3,533
Arkansas	65,197	69,506	73,532	182,429	564,405	78,146,356	20,668
California	172,148	122,957	139,085	137,168	2,560,396	207,080,480	48,626
Colorado	48,942	41,595	59,199	45,578	537,092	70,746,942	22,561
Connecticut	18,439	15,559	11,725	15,615	166,184	20,188,780	6,284
Delaware	7,063	9,246	6,469	7,448	117,573	11,434,782	3,850
Florida	36,123	31,148	27,593	56,921	474,975	36,675,961	8,909
Georgia	100,586	66,823	75,162	198,191	642,042	72,794,522	21,232
Idaho	39,980	31,516	43,656	40,284	379,418	68,342,237	20,048
Illinois	196,183	98,190	257,419	195,268	2,018,385	321,363,115	113,793
Indiana	159,273	52,831	160,154	166,627	1,167,893	182,474,899	71,666
Iowa	288,541	66,385	265,868	203,159	2,398,659	354,263,259	140,503
Kansas	133,966	94,362	160,487	131,394	1,035,914	201,783,115	74,367
Kentucky	119,881	58,149	72,197	218,476	632,567	70,453,894	21,803
Louisiana	56,515	38,772	45,918	124,181	381,035	61,321,449	14,069
Maine	22,937	18,449	18,597	30,358	175,334	33,125,566	10,126
Maryland	36,446	22,321	31,912	36,107	275,563	41,872,588	14,693
Massachusetts	21,457	14,953	14,957	22,220	205,801	29,068,511	8,692
Michigan	164,763	60,391	157,090	155,589	772,203	213,859,422	82,595
Minnesota	195,959	73,794	227,879	179,101	1,376,759	302,430,339	112,813
Mississippi	76,250	68,232	69,222	251,383	556,539	75,868,547	17,852
Missouri	162,558	84,388	152,047	230,045	1,212,550	146,650,312	55,141
Montana	35,077	41,801	50,670	35,085	448,385	77,470,221	22,562
Nebraska	121,220	55,567	140,960	107,183	1,096,787	182,091,554	72,507
Nevada	3,066	3,656	4,851	3,110	59,639	6,680,914	1,582
New Hampshire	12,073	8,000	7,276	13,391	74,077	11,117,515	3,518
New Jersey	27,976	26,203	25,873	24,838	350,257	45,371,863	12,943
New Mexico	15,110	16,548	17,383	23,599	231,117	24,818,015	8,084
New York	129,972	71,187	122,959	124,977	957,187	239,291,278	78,348
North Carolina	160,067	62,671	97,927	288,508	932,516	76,480,716	23,213
North Dakota	73,707	57,449	109,388	65,401	650,116	161,531,232	52,303
Ohio	208,087	70,602	184,875	199,359	1,063,848	197,285,604	79,011
Oklahoma	95,224	82,899	106,757	142,246	618,704	125,278,066	48,384
Oregon	61,907	25,263	50,274	59,827	407,225	66,656,779	18,416
Pennsylvania	151,763	68,845	126,542	146,887	866,586	223,206,905	77,239
Rhode Island	2,773	2,542	1,867	2,598	24,803	40,265,585	1,111
South Carolina	81,579	31,827	40,855	139,364	384,210	42,005,863	11,178
South Dakota	77,319	40,241	99,118	66,462	668,972	114,381,559	45,365
Tennessee	113,774	69,312	74,198	231,631	487,526	80,863,844	24,683
Texas	255,100	159,363	269,843	331,567	2,152,218	277,046,169	104,394
Utah	20,773	17,040	18,598	24,176	193,002	20,647,436	7,034
Vermont	16,580	10,244	12,938	19,043	126,470	27,890,915	9,781
Virginia	94,036	58,363	54,000	150,997	517,893	57,826,935	17,358
Washington	69,571	50,737	54,316	69,820	564,202	88,390,517	2,746
West Virginia	37,271	23,185	13,665	81,434	131,975	18,781,448	4,825
Wisconsin	183,108	76,741	184,270	168,561	1,186,286	282,889,279	105,755
Wyoming	12,912	13,932	18,980	12,614	177,366	22,477,570	7,226
U. S. TOTAL	4,207,332	2,348,353	4,029,873	5,382,162	$32,490,301	$5,183,058,970	1,749,723

*Census of Agriculture 1950. ‡Census of Agriculture 1945. §Census of Agriculture 1951. **Census of Agriculture 1952.
Source: Implement & Tractor.

Farm Facts

STATE	Number of Farms	Income Per Farm	No. of Farms Reporting Electricity	Estimated Value of Farm Land & Bldgs.
Maine	30,358	$5,966	26,387	$ 226,517,976
New Hampshire	13,391	5,152	13,044	124,845,303
Vermont	19,043	6,300	17,805	196,404,574
Massachusetts	22,220	9,520	20,403	314,710,131
Rhode Island	2,598	10,141	2,441	44,327,885
Connecticut	15,615	10,963	14,669	315,250,655
New England	103,225	7,548	94,749	1,222,056,524
New York	124,977	7,234	118,295	1,467,451,978
New Jersey	24,838	14,495	23,819	505,278,142
Pennsylvania	146,887	5,737	137,927	1,509,650,602
Middle Atlantic	296,702	7,101	280,041	3,482,380,722
Delaware	7,448	15,166	6,714	97,140,816
Maryland	36,107	7,515	32,935	507,225,012
District of Columbia	28	*	*	4,665,839
Virginia	150,997	3,385	139,672	1,277,239,636
West Virginia	81,434	1,746	70,510	487,209,468
North Carolina	288,508	3,311	260,811	1,905,714,485
South Carolina	139,364	2,991	116,190	820,349,445
Georgia	198,191	3,166	172,628	1,114,505,660
Florida	56,921	8,973	45,107	905,657,750
South Atlantic	958,998	3,700	844,567	7,119,708,111
Ohio	199,359	5,404	191,377	2,858,969,496
Indiana	166,627	6,893	163,207	2,691,272,881
Illinois	195,268	10,440	182,981	5,394,904,904
Michigan	155,589	4,718	153,851	1,701,439,612
Wisconsin	168,561	6,736	160,859	2,056,924,595
East North Central	885,404	6,928	852,275	14,703,511,488
Kentucky	218,476	2,838	182,398	1,572,256,263
Tennessee	231,631	2,257	200,545	1,431,966,199
Alabama	211,512	2,130	170,375	1,016,866,005
Mississippi	251,383	2,220	167,631	1,147,790,873
East South Central	913,002	2,356	720,949	5,168,879,340
Minnesota	179,101	7,230	165,249	2,777,311,947
Iowa	203,159	11,679	197,329	5,506,670,134
Missouri	230,045	5,091	196,522	2,235,939,283
North Dakota	65,401	9,027	52,844	1,189,122,736
South Dakota	66,452	9,136	53,771	1,402,234,913
Nebraska	107,183	10,850	98,718	2,735,038,629
Kansas	131,394	8,032	116,048	3,198,627,883
West North Central	982,735	8,400	880,481	19,044,945,525
Arkansas	182,429	3,156	146,830	1,151,145,884
Louisiana	124,181	3,165	105,848	920,939,274
Oklahoma	142,246	4,441	111,919	1,851,459,526
Texas	331,567	6,662	285,451	6,718,426,337
West South Central	780,423	4,881	650,048	10,641,971,021
Montana	35,085	12,577	27,672	1,007,206,378
Idaho	40,284	8,877	38,487	965,498,258
Wyoming	12,614	15,459	10,713	473,287,265
Colorado	45,578	12,313	38,787	1,234,993,841
New Mexico	23,599	10,118	15,693	765,101,125
Arizona	10,412	34,493	9,163	637,465,547
Utah	24,176	7,907	22,484	514,819,563
Nevada	3,110	20,292	2,022	160,342,018
Mountain	194,858	12,354	165,021	5,758,713,995
Washington	69,820	7,987	67,374	1,499,139,536
Oregon	59,827	7,262	56,384	1,275,155,555
California	137,168	19,864	128,960	5,907,554,503
Pacific	266,815	13,930	252,718	8,681,849,594
Total United States	5,382,162	$6,114	4,740,849	$75,824,016,320

*Not available.
Source: 1950 Census of Agriculture.
The Farm Income Situation—June—July, 1952.
U. S. Dept. Agriculture—R. E. A. Release—October 6, 1952.
Compiled by Farm Journal Research Department.

Principal Machines on U. S. Farms Jan. 1, 1910-1951*

Year	TRACTORS Wheel Including home-made	Crawler	Garden	Total	Autos	Motor-trucks	Grain com-binds	Field corn pickers	No. of Farms with milk-ing ma-chines
	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands	Thou-sands
1910	....	...	...	1	50	....	1	...	12
1920	....	...	...	*246	*2,146	*139	4	10	55
1930	....	...	...	*920	*4,135	*900	61	50	100
1940	....	...	...	1,545	*4,144	*1,047	190	110	175
1941	....	...	...	1,675	4,330	1,095	225	120	210
1942	....	...	...	1,885	4,670	1,160	275	130	255
1943	....	...	...	2,100	4,350	1,280	320	138	275
1944	....	...	...	2,215	4,185	1,385	345	146	300
1945	2,225	99	68	*2,422	*4,148	*1,490	*375	168	*365
1946	2,374	106	80	2,560	4,260	1,550	420	203	440
1947	2,500	113	122	2,735	4,350	1,700	465	236	525
1948	2,700	121	159	2,980	4,225	1,900	535	299	575
1949	2,980	133	202	3,315	4,290	2,065	620	372	610
1950	3,250	144	216	3,609	4,199	2,207	714	456	636
1951	3,531	154	255	3,940	4,210	2,280	810	522	655

*"Facts for Industry" reports of the Bureau of the Census, annual registrations of motor vehicles, and results of enumerative surveys were used in developing estimates for years and machines not covered by census reports.

Source: Defense Production Board

Why don't you grow with GMC?

IN 1952, GMC swept into sales leadership of the entire heavy-duty truck market (26,000 GVW and up)—a sensational 80% advance over 1951.

It was done with a line of gasoline and Diesel models overwhelmingly preferred by heavy-duty haulers. Operator after operator proved to themselves that these GMC's could do bigger jobs and do them better—with economies that paid off in fatter profits.

But heavy-duty leadership is only part of the GMC story.

GMC's 450 and 470 middleweights offer the highest power-per-pound in truck history, to haul as much as one-half ton *more* than comparable equipment.

The radical new GMC 400-27, at 18,000 GVW, outpowers, outperforms and outclasses *any* other truck rated at 16,000, 17,000 OR 19,000 GVW—and sells at an amazingly low price.

And in the light-duty field, GMC offers no less than 19 models with Dual-Range Truck Hydra-Matic and record horsepower.

With developments like these—and even more important advances in the works—GMC guns for even greater leadership—faster growth—in the year ahead. Why don't *you* grow with GMC—as a GMC dealer?

GMC Truck & Coach Division of General Motors

Sell a real truck!

Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

Carefully revised since the last appearance of this page in the Automotive News Almanac, the roster of American car makes, past and present, shows 1,689 names. Trucks and commercial cars are not listed. Passenger cars still in production are indicated by asterisks. There are 19 survivors, distributed among the three corporations, General Motors, Ford and Chrysler; six "independents." Truly it has been a survival of the fittest, but the mortality is not as alarming as it might seem at first glance, for many of the makes named never got beyond the blueprint stage in the early days of the industry, when companies were started but never got into production.

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—A—

1909 Abbott
1922 A.B.C.
1900 ABC Electric
Abensague
1907 Abendroth & Root
Acadia
1920 Ace
1903 Acme
1911 Adams
1904 Adams-Farwell
1921 Adelphia
1921 Adria
1902 Adrian
1909 Advance
A.E.C.
Aero
1905 Aerocar
1948 Aerocar
1921 Aerotype
1936 Airomobile
1948 Airway
1901 Ajax
1901 Akron
1903 Alamobile
Aland
1907 Albany
1909 Alco
1911 Alden Sampson
Aldo
1914 Allen
1907 Allen Kingston
Allis-Chalmers
1903 Allith
1951 ALLSTATE*
1915 All Steel
Alma
1911 Alpena
1920 Alsace
1916 Alter
1905 Altha Electric
Alto
Amalgamated
1921 Ambassador
1926 Amco
1911 America
1901 American
1930 American Austin
1936 American Bantam
1916 American Beauty
1909 American Berliet
1902 American Electric
1921 American Fiat
1903 American Gas
American Mercedes
1909 American Mors
1909 American Napier
1900 American Power Carriage
1908 American Simplex
1903 American Steam
1912 American Tricar
American
Underslung
1898 Ames
Amesbury
1910 Amplex
Ams Sterling
1909 Anchor
1916 Anderson
1913 Anger
1908 Angus
1910 Anhut
Anthony
1915 Appel
1908 Apperson
1906 Appollo
1911 Arbenz
Arcadia
1905 Ardsley
Argo-Case
1912 Argo Electric
1919 Argonne
1905 Ariel
1913 Aristos
1914 Arrow Cyclecar
Artsberger Steam
1925 Astra
Atlantic Electric
1907 Atlas
1911 Atlas-Knight
Atterbury
1903 Auburn
Aultman
1906 Aurora
1903 Austin
Austin Bantam
1863 Austin Steam
1899 Auto Acetylene
1910 Auto Bug
Autobuggy
1897 Autocar
1913 Autocycle
1901 Auto Dynamic
1900 Auto-Fore-Carriage
1900 Auto-Go
1921 Automatic
1900 Automobile
Voiturette
1901 Automotor
1914 Auto-Tricar
1900 Autotwo
1903 Auto Vehicle
1906 Averageman's Car
Avery

—B—

1909 Babcock
1906 Babcock Electric
1901 Bachelles Electric
1905 Bacon
1912 Badger
1907 Bailey Electric
1899 Baker Electric
1921 Baker Steam
Balboa
1901 Baldner
1900 Baldwin
1902 Ball
1900 Balzer
1905 Banker
Banker Electric
1914 Bantam
1922 Barbarino
1922 Barley
1922 Barlow
1907 Barnes
Barnhart
1896 Barrow Electric
1901 Bartholomew
1917 Bateman
1905 Bates
1925 Bauer
1899 Bauroth
1906 Bay State
1922 Beacon
1901 Beardsley Electric
Beaver
1918 Beggs
B.E.L.
1907 Belden
1907 Bell
1907 Bellefontaine
1908 Belmont
Bemmel & Burnham
1907 Bendix
1917 Benham
1917 Ben Hur
1908 Benner
1902 Berg
1909 Bergdoll
1905 Berkshire
1908 Bertolet
Berwick Electric
1904 Bessemer
1900 Best
1908 Bethlehem
1904 Beverly
Bewis
Bowman
1915 Biddle
1915 Biederman
1917 Bimel
1903 Binney-Burnham
1918 Birch
1921 Birmingham
1908 Black
1905 Black Crow
1904 Black Diamond
1908 Blackhawk
1908 Blakeslee Electric
1906 Blanche
1906 Bliss
1907 B.L.M.
1908 Blood
1904 Bloomstrom
1907 Bobbi Kar
1903 Boggs
1901 Boisselot
1904 Bollee
1900 Bolte
Borbein Electric
1914 Borland Electric
1903 Borland-Granis
1903 Boss Steam
1900 Boston
1902 Boston & Amesbury
1898 Boston Haynes
Apperson
1908 Boston High Wheel
1915 Bour-Davis
1914 Bowman
1929 Bradfield
1920 Bradley
1902 Bramwell-
1899 Bramwell-Robinson
1915 Brasie
1903 Brazier
1901 Brecht Steam
1905 Breeze & Lawrence
1908 Brennan
Brenner
1904 Brew & Hatcher
1917 Brewster
1916 Brewster-Knight
Bridgeport
1922 Briggs & Stratton
Flyer
Briggs Detroiter
1914 Brighton
1912 Brightwood
Brintel
1914 Briscoe
1902 Bristol
1909 Broc Electric
Brock
Brodesser
1946 Brogan
1920 Brook
1908 Brooks
1914 Brown
1910 Brownell
1915 Brownie
1908 Brownlecar
1905 Brunn
Brunswick
1906 Brush
1907 Bruss
1901 Buckeye
1914 Buckles
1903 Buckmobile
1900 Buffalo Electric
Buffington
1900 Buffum
1895 Buggyaut
1908 Buggycar
1907 Bugmobile
1904 BUICK*
1909 Burdick
1912 Burg
1909 Burns
1914 Burroughs
1917 Bush
Busser
Buxmobile
1908 Byrider Electric

—C—

1902 CADILLAC*
1912 California
Californian
1937 Calvert
1908 Cameron
1917 Campbell
1900 Canda
1904 Cannon
1902 Capitol Steam
Carbon
1923 Cardway
Carhart
1911 Carhartt
1904 Carlson
1912 Carnation
1907 Carriage Mobile
1908 Carrison
1920 Carroll Six
1907 Carterear
1924 Cartermobile
Carthage
1905 Cartono
1910 Case
1907 Cato
Cavac
1937 Cavalier
Ceco
Celt
1902 Centaur Electric
1905 Central
1901 Century
1911 Century Electric
1908 C.F.
1902 C.G.V.
1906 Chalfant
1908 Chalmers
1909 Champion
1913 Chandler
1901 Chapman Electric
1917 Charter Oak
1907 Chase
1906 Chatham
1901 Chelsea
1912 CHEVROLET*
1899 Chicago
1914 Chicago Electric
1906 Chicago Steam
1907 Chief
1904 Christie
Christman
1908 Christopher
1924 CHRYSLER*
1902 Church
1915 Churchfield Electric
1903 Cincinnati Steam
Cinco
1909 Cino
1901 Clark
1906 Clark Electric
1900 Clarke-Carter
1908 Clark-Hatfield
1902 Clarkmobile
1900 Clark Steam
Classic
1900 Clear & Dunham
1912 Cleburne
1908 Clendon
1922 Clermont Steam
1902 Cleveland
1919 Climber
1903 Cloughley
1911 Club Car
1919 Clyde
1908 Clymer
1908 Coates-Goshen
1922 Coats Steam
1911 Coey
1912 Cogswell
1907 Colburn
1911 Colby
1909 Cole
Collinet
1920 Collins
1901 Collins Electric
Colly
1921 Colonial
1908 Colt
1916 Columbia
1898 Columbia Electric
1900 Columbia Gas
1916 Columbia Knight
1903 Columbus
1917 Comet
1946 Comet
1922 Commander
Commerce
1921 Commodore
1917 Commonwealth
1904 Compound
Connersville
1907 Conover
1900 Conrad Steam
1907 Continental
1933 Continental
1907 Cook
Copley Minor
1907 Coppack
1903 Corbin
1911 Corbitt
1929 Cord
1922 Corinthian
1913 Cornelian
1908 Cornish-Friedberg
1908 Correja
1914 Cort
1947 Cortez
Corweg
1905 Corwin
1907 Cosmopolitan
1901 Cotta Steam
1904 Country Club
Couple-Gear
1904 Courier
1901 Covert
1908 C.P.
1920 Craig-Hunt
1906 Craig Toledo
1912 Crane
1912 Crane & Breed
1918 Crane-Simplex
1905 Crawford
1907 Crescent
1903 Crest
1901 Crestmobile
1914 Cricket
1912 Criterion
Croesus Jr.
1905 Crompton
1939 Crosley
1899 Crouch Steam
1914 Crow
1901 Crowdus Electric
1911 Crow Elkhart
1907 Crown High Wheel
Crown-Magnetic
1915 Crowther-Duryea
1911 Croxton
1909 Croxton-Keaton
1923 Crusader
1918 Cruiser
1907 Cucmobile
1901 Cull
1905 Culver
1930 Cummins
1911 Cunningham
1901 Cunningham Steam
1921 Curtis
Custer
1909 Cutting
1907 C.V.L.
1920 Cyclemobile
1914 Cycleplane

—D—

1923 D.A.C.
1923 Dagmar
1911 Dalton
1915 Daniels
1911 Dan Patch
1909 Darby
1901 Darling
1947 Darrin
1903 Darrow
1922 Dart
1902 Davenport
Davids
1910 Davis
1945 Davis
1904 Dawson
1911 Day
1909 Dayton
1908 Deal
1907 Decatur
1909 Decauville
1902 Decker
1914 Decross
1923 Deemotor
1923 Deemster
1906 Deere-Clark
1918 Deering Magnetic
1915 DeKalb
1922 Delage
De La Vergne
1924 Delling Steam
1949 Del Mar
1906 Deluxe
1905 DeMars
1909 DeMot Car
1904 DeMotte
1911 Derain
1901 Desberon
1906 DeShaw
1913 DeSoto
1928 DESOTO*
1909 DeTamble
1900 Detroit
1912 Detroit-Chatham
1909 Detroit-Dearborn
1907 Detroit Electric
1912 Detroiter
1914 Detroit Speedster
1923 Detroit Steam
1931 DeVaux
1898 Dewabout
Dey Electric
1907 Diamond
Diamond Arrow
1907 Diamond T
1925 Diana
1914 Dile
Direct Drive
1917 Disbrow
1911 Dispatch
1912 Dixie
1916 Dixie Flyer
1909 Dixie Tourist
1918 Doble Steam
1914 DODGE*
1926 Dodgeson
1909 Dodo
1904 Dolson
1905 Dorris
1915 Dort
1918 Douglas
1908 Dowagiac
1914 Dowing
1914 Downing
1906 Dragon
1921 Drake
Drednat
1916 Drexel
1921 Driggs
1916 Drummond
1914 Dudley
1907 Duer
1920 Duesenberg
1902 Dumont
1914 Dunn
1909 Duplex
1920 Dupont
1903 Duquesne
1902 Durable
1921 Durant
1907 Durocar
1895 Duryea
1912 Dusseau
1902 Dyke
1933 Dymaxion

—E—

1924 Eagle
1915 Eagle Electric
Eagle Macomber
1917 Eagle Rotary
1907 Earl
1901 Eastman
1907 Easton
1898 Eaton Electric
1903 Eck
1901 Eclipse Steam
1906 Economy
1902 Eddy Electric
1912 Edwards-Knight
1902 Eichstaedt
1914 Eibert
1909 Eicar
1915 Eico
1903 Eldridge
1913 Electra
1901 Electronomic Steam
1916 Elgin
1871 Elijah Ware Steam
1903 Elinore
1909 Elite
1901 Elite Steam
Elk
1903 Elkhart
1899 Elliott
1901 Ellis Electric
Ellsworth
1900 Elmore
1908 Elwell Parker
1909 Emancipator
1907 Emerson
1908 E.M.F.
1901 Empire
1901 Empire State
Empress
1922 Endurance
1901 Engelhardt
1909 Enger
1914 Engler
1911 Entyre
1914 Entz
1916 Erie
1926 Erskine
1906 Essex
1917 Essex
1901 Essex Steam
1907 Euclid
1907 Eureka
1907 Evansville
1909 Everett
1908 Everybody's
1908 Ewing

—F—

1917 Fageol
1906 Fairmount
1909 F.A.L.
1909 Falcar
1922 Falcon
1926 Falcon-Knight
1909 Famous
1902 Fanning
1915 Farmack
Farmer
1908 Farmobile
1922 Farner
1906 Fauber
1913 Fedelia Cyclecar
1906 Federal
1914 Fenton
1917 Fergus
1920 Ferris
1910 F.I.A.T.
1887 Field Steamer
Findley
1907 Firestone-Columbus
1903 Fischer
1908 Fish
1914 Flagler
1910 Flanders Electric
1904 Flexbi
1902 Flint
1913 Flyer
Foos
1903 FORD*
1906 Forest City
1908 Fort Pitt
1900 Foster Steam
1906 Fostoria
1911 Four Wheel Drive
1921 Fox
Frankfort
1902 Franklin
1904 Frayer-Miller
1946 Frazer
1902 Fredonia
1914 Frederickson
Freeman
1923 Fremont
1913 French
1900 Friedman
1920 Friend
1907 Fritchle Electric
1922 Frontenac
1922 Frontmobile
1914 F.R.P.
1912 F.S.

—G—

1912 Gabriel
1915 Gadabout
1904 Gaeth
1904 Gale
1915 Galloway
1914 Galt
1919 Gardner
1907 Garford
1905 Gas-au-lac
1900 Gasmobile
1911 Gaylord
1907 Gearless Steam
1917 Gem
1903 General
1899 General Electric
1911 Genesee
1901 Geneva
1902 German-American
1918 Geronimo
1921 Gersix
1917 Ghent
1904 Gibbs Electric
1899 Gibson
1907 Gifford-Pettitt
1916 Gillette
1909 G.J.G.
1910 Gleason
1903 Glide
1921 Globe
Glover
Goethe
1906 Golden Eagle
1895 Golden Gate
1922 Goodspeed
1908 Grabowsky
1903 Graham
1903 Graham-Fox
1927 Graham-Paige
1908 Gramm-Logan
1912 Grand
1912 Granite Falls
1913 Grant
1901 Grant-Ferris
1899 Graves-Conlon
1922 Gray
1903 Great Arrow
1911 Great Eagle
1911 Great Smith
1911 Great Southern
1908 Great Western
1903 Greeley
1922 Gregory
1948 Gregory
1901 Grenfelder
1899 Greuter
1914 Greyhound
1903 Gride
1910 Grinnell
1907 Griswold
1899 Grout
1900 Gurley
1912 Guy-Vaughan
1914 Gyroscope

—H—

1915 Hackett
1916 H.A.L.
1903 Hall
1907 Halladay
1901 Halsey
Halsman
Halton
1908 Hambrick
1917 Hamilton
1921 Hamlin-Holmes
1904 Hammer
1922 Handley
1921 Handley-Knight
1921 Hanover
1902 Hansen
1918 Hanson
1916 Harding
Hardy
1907 Harper
1925 Harrie
1922 Harrigan
1923 Harris Six
1904 Harrison
1916 Harroun
1908 Hart-Kraft
1898 Hartley Steam
Hartman
1915 Harvard
1899 Hasbrouck
1916 Haseltine
Hassler
1906 Hatfield
1909 Haupt-Rockwell
1911 Havers
1907 Hawley
1907 Hay-Berg
1907 Haydock
1902 Haynes
1895 Haynes-Apperson
1913 Hayward
1914 Hazard
1920 H.C.S.
1911 Healy Electric
1918 Hebb
1921 Helfner
1908 Hellman
1907 Helne Velox
Hendel
1912 Henderson
1899 Henley Steam
1922 Henney
1901 Henrietta Steam
1911 Henry
1950 HENRY J*
1902 Hercules
1914 Herff-Brooks
1909 Herreshoff
1895 Hertel
1926 Hertz
1902 Hess
1905 Hewitt
1900 Hewitt-Lindstrom
1898 Heymann
1900 Hicks
1922 Highlander
1907 Hill
1908 Hillsdale
Hilton
1909 Hobbie
1904 Hockenhull
1903 Hoffman
1901 Hoffman Steam
1915 Holden
1897 Holderman
1905 Holland
1916 Holler
1900 Holley
Holly
1918 Holmes
1905 Holsman
1906 Hol-Tan
Holton
1899 Holyoke
1908 Homer
1916 Homer-Laughlin
1914 Hoosier Scout
1902 Hopkins
1948 Hoppenstand
1920 Hoskins
1916 Houghton
1900 Houghton Steam
1909 Houpt
1910 Houpt-Rockwell
1901 House Steam
1903 Howard
1903 Howey
1909 HUDSON*
Hudson-Franklin
1901 Hudson Steam
1920 Huffman Steam
1921 Hunter
1907 Huntington
1908 Hupmobile
1911 Hupp-Yeats Electric
1917 Hydromotor
1922 Hylander

—I—

1908 Ideal
I.H.C.
1909 Illinois
1914 Imp
1900 Imperial
1907 Imperial Electric
1912 Independence
Independent
1921 Indiana
Indianapolis
Ingersoll-Rand
1917 Ingrame-Hatch
1921 Innes
1900 International
1908 Interstate
1904 Intrepid
1908 Iowa
1903 Iroquois
1908 Iverson

—J—

1899 Jackson
1906 Jack's Runabout
1921 Jacquet
1911 James
1906 Janney
1912 Jarvis-Huntington
1908 Jaxon Steam
1907 Jay
Jay-Eye-See
1908 Jeannin
1910 Jeffrey
1922 Jem Special
1907 Jenkins
1909 Jewell
1922 Jewett
1905 Johnson
1916 Jones
1902 Jones-Corbin
1911 Jonz
1916 Jordan
1914 J.P.L.
1900 JR.
1925 Julian
1925 Junior

—K—

1946 KAISER*
1922 Kalamazoo
1894 Kane-Pennington
1919 Kankakee
1905 Kansas City
1908 Karbach
Kato
1909 Kauffman
1908 Kearns Kar
Keasler
1900 Keene Steamobile
1908 Keeton
1947 Keller
1914 Keller Kar
1903 Kellogg Steam
1922 Kelsey
1909 Kenmore
1915 Kennedy
1903 Kensington Steam
1916 Kent
1920 Kenworthy
1908 Kermath
Kermet
1914 Kerns
1900 Kerosene Motor
Surrey
1921 Kessler
1900 Keystone
1909 Keystone Steam
1907 Kiblinger
1901 Kidder Steam
1922 Kimball Electric
1905 King
1906 King-Remick
1913 Kinnear
1903 Kirk
1906 Kissel Kar
1926 Kleiber
1909 Kline Kar
1905 Klink
1900 Klock
1901 Knickerbocker
1917 Knight Special
1900 Knox
1904 Knox-Lansden
1906 Kobusch
1911 Koehler
1908 Koeton
1903 Konigslow
1914 Koppin
1901 Kraft Steam
Krall
1902 Krastin
Krebs
1908 Kreuger
1909 K-R-I-T
Kron
1902 Kunz
1921 Kurtz

—L—

1900 Laconia
1914 Lad's Car
1920 Lafayette
1924 Lafayette
1920 LaMarne
1904 Lambert
Lamphen
1899 Lancamobile
Lancia Delambda
1899 Lane Steam
1909 Lanpher
1900 Lansden Electric
1905 La Petite
1900 Larchmont Steam
1910 Larson
1927 LaSalle
1906 LaSalle-Niagara
Laughlin
1916 Laurel
1907 Lauth Juergens
1902 Law
1909 Lawter
1922 L. & E.
1914 L.C.E.
1899 Leach
1920 Leach Biltwell
1911 Leader
1906 Lebanon
1908 Lehr
1909 Lende
Lennon
1911 Lenox
1923 Leon Rubay
1916 Lescina
1901 Lewis
1909 Lexington
1916 Liberty
Liberty Brush
1915 Lima
Limited
1918 LINCOLN*
1936 Lincoln-Zephyr
Lindsley
1907 Lion
1912 Little
1914 Little Detroit
1930 Little Mac
1902 Locomobile
1899 Locomobile Steam
1904 Logan
1913 Lomax
London
1920 Lone Star
1923 Long
1902 Long Distance
Longest
1900 Loomis
1907 Lorraine
1913 Los Angeles
1900 Louisiana
Lowell American
1901 Lozier Steam
1900 L.P.C.
Luedinghaus
1917 Lutz Steam
1906 Luverne
1925 Luxor
1904 Lyman
1903 Lyman-Burnham
1911 Lyon
1912 Lyons-Atlas
1914 Lyons-Knight

—M—

1906 Maccar
1903 Mackie-Thompson
1917 Macomber
Macon
1915 Madison
1922 Magic
Magnolia
1904 Mahoning
1916 Maibohm
Majestic
Maibomb
1915 Malcolm
1914 Malcolm-Jones
Malden Steam
1905 Malvern
1921 Manexall
1905 Manhattan
1912 Manistee
1908 Maplebay
1909 Marathon
1903 Marble-Swift
Marelock
1904 Marion
1916 Marion-Handley
Mark Electric
1900 Marlboro Steam
1903 Marmon
1912 Marquette
1903 Marr
Marron
1905 Marsh
1920 Marshall
1931 Martin
1919 Martin-Wasp
1906 Marvel
1908 Maryland
Mascotte
1906 Mason
1898 Mason Steam
1901 Massachusetts
Massilon
Master
Mather
1903 Matheson
1907 Mathews
1906 Maumee
1907 Maxim-Goodridge
Electric
1910 Maxwell
1904 Maxwell-Briscoe
1899 Mayer
1925 Mayfair
1911 Maytag
1906 McCrea
1908 McCue
1899 McCullough
1922 McCurdy
1923 McDonald
1910 McFarlan
1922 McGill
1909 McIntyre
1900 McKay Steam
1912 Mead
1915 Mecca
1907 Med-Bow
1900 Media
1904 Meiselbach
Melbourne
1922 Mel Special
1908 Menard
Menges
1909 Mercer
Merchant
1904 Mercury
1939 MERCURY*
1920 Merit
1905 Merkel
1914 Merz
1901 Messerer
Metcar
1902 Meteor
1914 Metropol
1922 Metropolitan
1909 Metz
1909 Metzger
1903 Michigan
1909 Middleby
1905 Midgley
1908 Midland
Midwest
1908 Mier
1911 Mighty Michigan
1916 Milac
1915 Milburn Electric
1912 Miller
1876 Mills Steam
1900 Milwaukee Steam
1915 Minneapolis
1914 Mino
Misson
1903 Mitchell
Mitchell-Lewis
1899 Moble Steam
1903 Model
1907 Modern
1911 Modoc
1900 Moers
Mogul
1903 Mohawk
1901 Mohler
1904 Moline
1913 Moline-Knight
1920 Moller
1906 Monarch
1901 Moncrief
1914 Mondex-Magic
1915 Monitor
1915 Monroe
1900 Moody
1905 Moon
1902 Moore
1906 Mora
More
Moreland
Morelock
1914 Morgan
1895 Morris & Salom
1922 Morris-London
Morriss
1904 Morse
1911 Motorette
1946 Motorette
1914 Mount Pleasant
1902 Mover
1903 Moyea
1911 Moyer
1915 M.P.M.
1895 Mueller-Benz
1922 Mulford
1913 Multiplex
1906 Muncie
1950 Muntz
1900 Murdaugh
1916 Murray
1921 Murray-Mac Six
1948 Mustang
Mutual
1900 National Electric
1920 National Sextet
1907 Neilson
1917 Nelson
1903 Neustadt-Perry
Newark
1899 New England
Steam
1916 New Era
New Erie
1901 New Home
New Parry
1926 New York
1903 Niagara
Nichols-Shepard
1902 Noble
1919 Noma
Norma
1902 Northern
1921 Northway
1904 Northwestern
1901 Norton
1912 Norwalk
1917 Novara
1912 Nyberg

—N—

1912 Nance
1917 Napoleon
1917 NASH*
1903 National

—O—

1907 Oakland
1898 Oakman
1915 Obertine
1911 Octoauto
1934 Offenhauser
1916 Ogren
1900 Ohio Electric
1911 Ohio Falls
1909 Ohio Gas
1907 Okay
1903 Okey
1917 Oldfield
1897 OLDSMOBILE*
1905 Oliver
1917 Olympian
1912 Omaha
1909 Only
1916 Oregon
1900 Orient
Orion
1904 Ormond
1911 Orson
1909 Otto
1903 Ottokar
1911 Ottomobile
1912 Overbolt
1903 Overland
1899 Overman Steam
1914 O-We-Go
1910 Owen
1915 Owen-Magnetic
1915 Owen Shoeneck
1908 Owen Thomas
1905 Oxford

—P—

1914 Pacific
1911 Pacific Special
1899 PACKARD*
Packers
1906 Page
1910 Page-Toledo
1909 Paige-Detroit
1906 Palmer
1905 Palmer-Moore
1907 Palmer-Singer
1918 Pan
1902 Pan-American
1909 Panther
1906 Paragon
1922 Paramount
1920 Parenti
1911 Parry
1905 Parsons
1917 Partin
1913 Partin-Palmer
Pastoria
1911 Pathfinder
1920 Patriot-Revere
1908 Patterson
1901 Pawtucket
1907 Payne-Modern
Peabody
1900 Peerless
Peninsular
1911 Penn
1917 Penny
1907 Pennsylvania
Penn-Thirty
1901 People's
1906 Perfection
1912 Perfex
1903 Perry
Peru
1913 P.E.T.
1914 Peter Pan
1921 Peters
1909 Petrel
1902 Phelps
1917 Phianna
1911 Phipps Electric
1900 Phoenix
1911 Pickard
1918 Piedmont
Pierce
1901 Pierce-Arrow
1899 Pierce Motorette
Pierce-Racine
1905 Pierce Stanhope
Piggins
1916 Pilgrim
1916 Pilliod
1911 Pilot
1909 Pioneer
1901 Piscorski
Pitcher
1905 Pittsburgh
1898 Pittsburgh
Electric
1947 Playboy
1910 Plymouth
1928 PLYMOUTH*
1914 Pneumobile
Polo
1902 Pomeroy
1916 Ponder
1906 Pontiac
1928 PONTIAC*
Pope
1897 Pope-Hartford
1902 Pope-Robinson
1901 Pope-Toledo
1904 Pope-Tribune
1903 Pope-Waverly
1917 Poppy
1919 Porter
1900 Porter Steam
1922 Port Huron
1914 Portland
Poss
1907 Postal
1909 Powercar
1920 Prado
1911 Pratt
1912 Pratt-Elkhart
Preferred
1903 Premier
1920 Premocar
1901 Prescott Steam
1922 Preston
1914 Pridemore
1906 Primo
Prince
1905 Princess
1923 Princeton
1921 Prodo
1902 Prospect
1947 Publix
1907 Pullman
1904 Pungs-Finch
1948 Pup
1902 Puritan (Steam)
Pyramid

—Q—

1902 Queen
1900 Quick
1904 Quinlan

—R—

1905 Rae Electric
1914 Railsbach
1904 Rainier
Ralco
1920 Raleigh
1900 Rambler
1905 Randall
1903 Randall Steam
1920 R. & L. Electric
1910 Randolph
R. & V. Knight
1907 Ranger
1903 Rapid
1907 Rassler
1905 Rauch & Lang
1911 Rayfield
1911 R.C.H.
1913 Read
1901 Reading Steam
Real
1902 Reber
1928 Red Bug
Red Jacket
Red Wing
Reed
1921 Rees
1908 Reeves
1908 Regal
1903 Regas
1903 Reid
1902 Reinertsen
1908 Reliable-Dayton
1903 Reliance
1923 Remal-Vincent
1901 Remington
1908 Reno
1904 Reo
1911 Republic
1918 Revere
1914 Rex
Reya
1908 Rhodes
1914 Richard
1922 Richelieu
1908 Richmond
1922 Rickenbacker
1909 Ricketts
1916 Riddle
1908 Rider-Lewis
1922 Riess-Royal
1899 Rigs-That-Run
1898 Riker
1902 Riley & Cowley
1917 Riper
1914 Ritz
Riveria
1911 R-O
1911 Roader
1916 Roamer
Robe
1904 Roberts
1914 Robie
1900 Robinson
1912 Robson
Roche 3-V
1901 Rochester Steam
1902 Rockaway
1946 Rocket
1920 Rock Falls
1931 Rockne
1908 Rockwell
1921 Rodgers
1909 Roebling
1911 Rogers
1901 Rogers & Hanford
1903 Rogers & Thatcher
1895 Rogers Petroleum
Carriage
1923 Rollin
1921 Rolls Royce
1909 Roman
1921 Romer
1929 Roosevelt
1899 Roper Steam
1905 Ross
1905 Ross Steam
1904 Rotary
Rovena
1904 Royal
1904 Royal-Tourist
1922 Rubay
Rugby
Ruler
1918 Rush
1902 Rushmobile
1903 Russell
Rutenberg
1929 Ruxton

—S—

1914 Saginaw
1909 St. Joe
1899 St. Louis
1896 Salisbury
1909 Salter
1914 Salvador
1904 Sampson
1913 S. & M.
1903 Sandusky
1902 Santos-Dumont
Savage
Sawyer
1914 Saxon
Saxon-Duplex
1917 Sayers
1907 Sayers & Scovill
1935 Scarab

(Continued on Page 99, Col. 1)

Roster

(Continued from Page 98)

1904 Schacht
Schlosser
1907 Schnader
1915 Schram
1900 Scott
1921 Scott Newcomb
1914 Scripps-Booth
1921 Seagrave
1909 Searchmont
1907 Sears
1909 Sebring
1923 Sekine
1908 Selden
1909 Sellers
Sellew-Royce
1906 Senator
1917 Seneca
1915 Serpentina
1921 Serrifile
Seven Little Buffaloes
1926 Severin
1915 S. G. Gay
1910 J.G.V.
1917 Shad-Wyck
1902 Shain
1906 Shamut
1915 Sharon
1909 Sharp-Arrow
1905 Shaum
1914 Shaw
Shaw-Wick
1905 Shelby
1921 Sheridan
1907 Shoemaker
1911 Sibley
1912 Sibley-Curtis
1914 Sigma
1913 Signet
1912 Silent
1906 Silent Knight
Silver Knight
1924 Simms Light Four
1898 Simons Steam
1905 Simplex
1918 Simplex Crane
1907 Simplicity
1908 Simplo Runabout
1908 Sinclair-Scott
1916 Singer
1907 Single Center
1903 Sintz
1915 S.J.R.
1920 Skelton
1900 Skene
1913 S. & M.
1905 Smith
1901 Smith & Mabley
1921 S-N
Snyder
1908 Sommer
1905 Soules
1921 Southern Six
1907 Sovereign
1919 Spacke
Spartan
1900 Spaulding
1909 Special
1904 Speedway
1907 Speedwell
1921 Spencer
1921 Sperling
1914 Sphynx
1900 Spiller
1909 Spoerer
1904 Springer
1903 Springfield
1914 Sprite
1899 Squier
1917 S.S.E.
1911 Stafford
1905 Stammobile
Steam
1902 Standard
1914 Standard
Electrique
1900 Standard Steam
1912 Stanley
1896 Stanley Steam
1901 Stanton Steam
1920 Stanwood
1904 Star
Starin
1918 States
1928 Static Super
1907 Staver
1901 Steamobile
1900 Stearns
1917 Stearns Knight
1898 Stearns Steam
1914 Steco
1907 Steel Swallow
1908 Steinhart-Jensen
Steinmetz
1916 Stephens
1909 Sterling
1922 Sterling Knight
1909 Sternberg
1917 Stetson
1902 Stevens-Duryea
1916 Stewart
1922 Stewart-Coats
1913 Stickney
Motorette
1908 Stilson
1911 Stoddard
1904 Stoddard Dayton
1911 Stoddard Knight
1902 Storch Steam
1915 Storms Electric
1900 Strathmore
1923 Stratton
Stratton Premier
1905 Streator
1901 Stringer Steam
1910 Strobel & Martin
1900 Strong & Rogers
1915 Strouse
1912 STUDEBAKER*
1902 Studebaker
Electric
1905 Studebaker-Garford
1898 Sturges Electric
1904 Sturtevant
1912 Stutz
1911 Stuyvesant
1912 Suburban
1906 Success
1908 Sultan
Summit
1915 Sun
1906 Sunset
1914 Superior
1922 Supreme
1904 Synnestvedt
Steam
1899 Syracuse Electric

—T—

1922 Tarkington
1901 Taunton Steam
1918 Templar
1910 Templeton-Dubrie
1932 Terraplane
1915 Tex
1919 Texan
Texmobile
Thermat-Monohan
1902 Thomas
1907 Thomas-Detroit
1900 Thomson
1901 Thorobred
1900 Thresher
1913 Tiffany
Tiffin
1914 Tiger
Tillie
1902 Tincher
1899 Tinkham
1935 Tjaarda
1903 Toledo
1900 Toledo Steam
Tonawanda
1905 Toquet
1902 Torbensen
1922 Totem
1912 Touraine
1903 Tourist
1948 Towne Shopper
1922 Trask-Detroit
Steam
1924 Traveler
1907 Trebert
Triangle
1913 Tribune
Trimo
1896 Tri-Moto
1900 Trinity Steam
1900 Triumph
1914 Trumbull
1900 Tucker
1847 Tucker
1917 Tulsa
Turner-Friche
1912 Twin City
1914 Twombly
1902 Twyford

—U—

Ultimate
.902 Union
1905 United
1908 Unito
1917 Universal
1907 University
Unwin
1902 Upton
1908 U. S.
1900 U. S. Long-Distance

—V—

Valey
1909 Van
1907 Vandegraft
1912 Van Dyke
1911 Van-L
1900 Van Wagoner
1905 Vaughan
1908 V.E.C. Electric
1900 Velie
1916 Vernon
1914 Vestal
1907 Victor Steam
1920 Victory
1908 Viking
1911 Virginian
1914 Vixen
1918 Vogue
1913 Vulcan

—W—

1915 Waco
1913 Wagenhals
1914 Wahl
Walden
1909 Waldron
1905 Walker Electric
1901 Walls
1906 Walter
1920 Waltham
1900 Waltham-Orient
1908 Walther
1905 Walworth
1914 Ward Electric
1919 Ward La France
1901 Ward Leonard
1905 Warren
1909 Warren-Detroit
1901 Warwick
1909 Washington
1920 Wasp
1904 Waterloo
Waterous
1910 Watt
1908 Waukeshaw
1904 Waverly Electric
1904 Wayne
1903 Welch
1910 Westcott
1909 Western
Westfield
1912 W.F.S.
1900 Whaley Henrietta
1921 Wharton
1926 Whippet
1909 White
1906 White Hickory
White Star
1901 White Steam
1905 Whiting
1902 Whitney Steam
1902 Wick
Wiedley-Entz
Magnetic
Wilco Six
1907 Wilcox
1902 Wildman
1905 Willard
1907 Williams Electric
1921 Willis Ste. Claire
1930 WILLYS*
1940 Willys-American
1908 Willys-Overland
1912 Willys-Knight
1905 Wilson
1920 Windsor
Windsor-White
1922 Wing
1920 Winther
1897 Winton
1899 Wisconsin
1921 Wizard
1907 Wolf
1904 Wolverine
1904 Wolverine-Detroit
1909 Wonder
1902 Woodroof
1918 Woods
1901 Woods Electric
1914 Woods Mobilette
Woodworth
1909 Worth

—Y—

1903 Yale
Yates
1905 York
1908 York-Pullman

—Z—

1902 Zent
1908 Zentmobile
1908 Zimmerman
1913 Zip
1908 Zest

Accident Statistics for 1952

Types of Accidents Resulting in Deaths

COLLISION WITH:	1952 Persons Killed	Per-cent	1951 Persons Killed	Per-cent
Automobile	14,970	39.8	14,600	39.4
Pedestrian	8,650	23.0	9,470	25.5
Non-Collision	8,120	21.6	7,510	20.2
Fixed Object	3,570	9.5	3,230	8.7
Railroad Train	1,580	4.2	1,530	4.1
Bicycle	410	1.1	480	1.3
Other Vehicle	190	.5	240	.7
Miscellaneous	110	.3	40	.1
TOTAL	37,600	100.0	37,100	100.0

Types of Accidents Resulting in Injuries

COLLISION WITH:	1952 Persons Injured	Per-cent	1951 Persons Injured	Per-cent
Automobile	1,402,390	67.1	1,261,960	64.3
Pedestrian	265,430	12.7	290,660	14.8
Non-Collision	231,990	11.1	215,900	11.0
Fixed Object	123,310	5.9	123,640	6.3
Bicycle	41,800	2.0	43,000	2.2
Other Vehicle	10,450	.5	13,720	.7
Railroad Train	8,360	.4	7,840	.4
Miscellaneous	6,270	.3	5,880	.3
TOTAL	2,090,000	100.0	1,962,600	100.0

Actions of Drivers Resulting in Deaths and Injuries—1952

	Persons Killed	Per-cent	Persons Injured	Per-cent
Exceeding speed limit	13,430	46.8	595,980	38.7
On wrong side of road	5,500	19.2	144,760	9.4
Did not have right-of-way	2,530	8.8	375,760	24.4
Cutting in	120	.4	52,360	3.4
Passing on curve or hill	260	.9	7,700	.5
Passing on wrong side	370	1.3	18,480	1.2
Failed to signal and improper signaling	460	1.6	78,540	5.1
Car ran away—no driver	60	.2	3,080	.2
Drove off roadway	2,180	7.6	86,240	5.6
Reckless driving	3,550	12.4	147,840	9.6
Miscellaneous	240	.8	29,260	1.9
TOTAL	28,700	100.0	1,540,000	100.0

Age of Drivers in Accidents—1952

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Under 18 years	1,440	3.1	46,330	2.2
18 to 24 years	9,930	21.4	358,020	17.0
25 to 64 years	32,800	70.7	1,644,790	78.1
65 and over	2,230	4.8	56,860	2.7
TOTAL	46,400	100.0	2,106,000	100.0

Operating Experience of Drivers in Accidents—1952

	Drivers in Fatal Accidents	Per-cent	Drivers in Non-Fatal Accidents	Per-cent
Less than 3 months	280	.6	18,970	.9
3 to 6 months	90	.2	14,740	.7
6 to 12 months	330	.7	31,590	1.5
1 year or more	45,700	98.5	2,040,700	96.9
TOTAL	46,400	100.0	2,106,000	100.0

Road Conditions Prevailing in Accidents—1952

	Fatal Accidents	Per-cent	Non-Fatal Accidents	Per-cent
Dry	24,490	75.6	900,130	67.4
Wet	6,350	19.6	317,850	23.8
Snowy	680	2.1	54,750	4.1
Icy	880	2.7	62,770	4.7
TOTAL	32,400	100.0	1,335,500	100.0

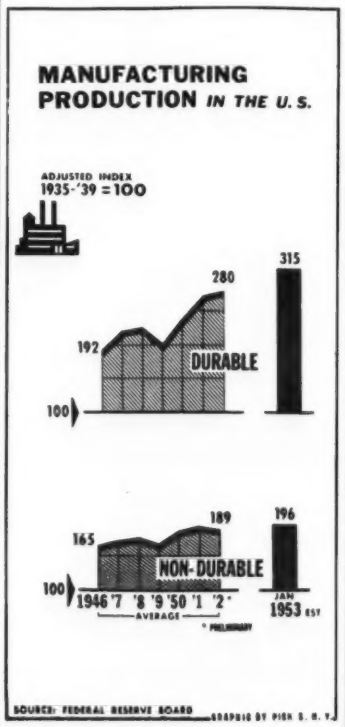
Direction of Travel of Cars Involved in Accidents—1952

	Persons Killed	Per-cent	Persons Injured	Per-cent
Going straight	30,720	81.7	1,444,190	69.1
Turning right	750	2.0	43,890	2.1
Turning left	2,030	5.4	127,490	6.1
Backing	340	.9	39,710	1.9
Skidding	1,650	4.4	58,520	2.8
Car parked or standing still	1,500	4.0	100,320	4.8
Slowing or stopping	380	1.0	267,520	12.8
Miscellaneous	230	.6	8,360	.4
TOTAL	37,600	100.0	2,090,000	100.0

Condition of Motor Vehicles Involved in Fatal and Non-Fatal Accidents—1952

	Vehicles in Fatal Accidents	Per-cent	Vehicles in Non-Fatal Accidents	Per-cent
In apparently good condition	45,040	96.4	2,070,880	98.0
Brake defective	470	1.0	16,900	.8
Steering defective	180	.4	4,220	.2
1 or 2 lights out	230	.5	4,220	.2
Taillight out or obscured	90	.2	2,110	.1
Other defects in equipment	510	1.1	8,440	.4
Puncture or blowout	180	.4	6,330	.3
TOTAL	46,700	100.0	2,113,100	100.0

Source: The Travelers.



Accident Rates of Motor Transportation Fleets

FLEET CLASSIFICATION	July 1, 1951 to June 30, 1952: Fleets	Vehicles	Vehicle Miles (Thousands)	Accidents	Accident Rate Per 100,000 Vehicle Miles: 1951 1952	3-Years 1949-52
ALL FLEETS	2,133	435,453	3,407,343	81,656	2.40	2.28
ALL TRUCKS	1,696	389,552	2,428,011	47,675	1.96	1.97
Intercity-Truck—Common Carrier	121	10,650	583,584	7,987	1.37	1.29
Intercity-Truck—Private Carrier	82	2,253	58,028	758	1.31	.88
Intercity-Truck—Government	20	8,892	67,803	235	.35	.33
City-Truck—Common Carrier	102	4,567	54,476	4,765	8.75	9.04
City-Truck—Private Carrier	310	7,142	107,045	2,982	2.79	2.52
City-Truck—Contract Carrier	68	1,737	21,043	1,060	5.04	4.84
City-Truck—Government	46	5,568	46,620	1,172	2.51	2.40
Bakeries	120	7,102	117,071	2,563	2.19	2.07
Beverages	27	735	5,754	343	5.96	5.95
Coal & Ice	27	873	9,503	358	3.77	3.35
Ice Cream & Dairy Products	110	4,252	71,937	1,258	1.75	1.82
Fluid Milk	167	14,494	134,021	5,152	3.84	3.62
Meat Packing	57	2,868	60,649	1,885	3.11	3.69
Petroleum—Intercity-Truck	51	4,991	130,682	1,697	1.30	1.25
Petroleum—City-Truck	76	6,435	107,129	2,263	2.11	1.98
Petroleum Companies	38	4,089	55,283	486	.88	.79
Public Utilities	186	31,800	307,060	6,905	2.25	2.39
Truckaway	54	6,046	362,121	4,079	1.13	1.23
Driveaway	34	265,058	128,202	1,727	1.35	1.58
ALL BUSES & TAXICABS	103	10,205	453,280	28,372	6.26	5.11
Intercity Bus	38	1,904	135,784	1,602	1.18	1.31
City-Suburban Bus	12	778	32,241	1,811	5.62	4.35
City Bus	45	7,192	263,235	24,114	9.16	8.54
Taxicabs	8	331	22,020	845	3.84	3.57
ALL COMMERCIAL PASSENGER CARS	334	35,696	526,052	5,609	1.07	1.10
Eastern	186	19,578	264,443	3,527	1.33	1.33
Western	148	16,118	261,609	2,082	.80	.85

Source: National Safety Council.

General Motors

Unit Sales of Cars and Trucks

Sales to Dealers and Overseas Shipments

Postwar

Sales of Autos Produced in the U. S.: PASSENGER CARS	1952	1951	1950	1949	1948	1947
Buick	315,301	405,880	554,326	397,978	273,845	268,798
Cadillac	95,420	104,601	109,515	82,043	65,714	59,652
Chevrolet	871,503	1,124,846	1,517,609	1,106,051	775,199	699,868
Oldsmobile	224,684	286,452	397,884	282,734	193,853	192,684
Pontiac	274,177	345,234	467,259	333,398	254,684	221,747
TOTAL Passenger Cars	1,781,085	2,267,013	3,046,593	2,202,204	1,563,295	1,442,749
TRUCKS AND COACHES						
Chevrolet	329,086	431,010	492,002	381,591	391,141	337,241
GMC	123,258	129,644	112,557	86,677	97,306	65,895
Other	968	1,823	2,206	2,422	.....	.....
TOTAL Trucks and Coaches	453,312	562,477	606,765	470,690	488,447	403,136
Sales of Cars and Trucks Produced in:						
U. S. Plants	2,234,397	2,829,490	3,653,358	2,672,894	2,051,742	1,845,885
Canadian Plants	199,763	186,996	158,805	91,503	94,563	85,033
TOTAL U. S. and Canada	2,434,160	3,016,486	3,812,163	2,764,397	2,146,305	1,930,918
Overseas Plants:						
Holden	31,945	25,177	20,113	7,725	112	—
Opel	83,282	77,594	72,568	40,058	—	—
Vauxhall	79,813	77,877	87,454	84,168	74,576	61,453
TOTAL Overseas Plants	195,040	180,648	180,135	131,951	74,688	61,453
TOTAL SALES All Sources	2,629,200	3,197,134	3,992,298	2,896,348	2,220,993	1,992,371

Prewar

Sales of Autos Produced in the U. S.: PASSENGER CARS	1941	1940	1939	1938	1937
Buick	317,986	310,823	230,088	175,369	225,936
Cadillac	60,037	40,206	38,390	28,297	44,724
Chevrolet	934,282	892,109	647,099	489,653	867,734
Oldsmobile	231,788	213,907	158,005	94,225	211,715
Pontiac	283,885	249,380	169,320	99,211	231,615
TOTAL passenger cars	1,827,978	1,706,425	1,242,902	886,755	1,581,724
TRUCKS AND COACHES					
Chevrolet	321,826	243,717	244,473	166,118	264,897
GMC	.....	.....	.....	.....	.....
Other	.....	.....	.....	.....	.....
TOTAL trucks and coaches	321,826	243,717	244,473	166,118	164,897
Sales of Cars and Trucks Produced in:					
United States Plants	2,149,804	1,950,142	1,487,375	1,052,873	1,846,621
Canadian Plants	107,214	75,071	55,170	56,028	81,212
TOTAL U. S. and Canada	2,257,018	2,025,213	1,542,545	1,108,901	1,927,833
Overseas Manufacturing Plants	43,010	55,353	184,310	199,742	188,116
TOTAL SALES from all sources	2,300,028	2,080,566	1,726,855	1,308,643	2,115,949

NOTES: Sales from all sources for the intervening years omitted from the table above were as follows: 1,229,034 units in 1946; 308,044 units in 1945; 317,032 units in 1944; 194,144 units in 1943, and 348,806 units in 1942. Opel was not under GM control 1940-1948; sales therefore omitted for those years.

GMC includes sales of GMC Truck & Coach Division beginning October 1, 1943. Sales by its predecessor, Yellow Truck & Coach Mfg. Co., were as follows: first nine months of 1943—107,785; 1942—151,070; 1941—112,591; 1940—61,352; 1939—44,571; 1938—24,963; and 1937—57,816.

Chrysler vs. General Motors

Stock Price Ranges and Related Items

Year	Approx. Price Range Chrysler	Approx. Price Range GM	Price-Earn. Ratios Chrysler	Price-Earn. Ratios GM	Yield on Price Average Chrysler	Yield on Price GM
Current	88	67	9.8*	10.7*	6.8*	6.7*
1952	98 -68	68 -50	10.8 - 7.5	11.0 - 8.0	7.2	6.7
1951	82 -65	54 -46	9.9 - 7.9	9.6 - 8.2	10.2	8.0
1950	84 -62	55 -34	5.7 - 4.2	5.9 - 3.6	13.3	13.5
1949	68 -44	36 -26	4.5 - 2.9	5.0 - 3.5	9.3	12.8
1948	66 -51	33 -25	6.4 - 4.9	6.8 - 5.2	6.8	7.7
1947	67 -43	33 -26	8.7 - 5.5	10.5 - 8.3	5.2	5.1
1946	70 -37	40 -24	22.8 -12.1	45.7 -27.3	2.8	3.5
1941	36 -21	24 -17	7.8 - 4.5	10.9 - 6.4	10.5	9.7
1940	46 -26	28 -18½	10.5 - 6.1	13.1 - 8.6	7.6	8.0
1939	47 -26	28½-18	11.1 - 6.3	14.1 - 9.0	6.8	7.5
1938	44 -17	27 -12½	20.4 - 8.2	24.9 -11.7	3.2	3.8
1937	67 -23	35 -14	11.6 - 4.0	16.1 - 6.5	11.0	7.6
1936	69 -42	38½-27	9.7 - 6.0	14.4 -10.1	10.7	6.9
1935	47 -15	29½-13	11.7 - 3.8	16.1 - 7.2	3.2	5.2
1932	11 - 2½	12 - 3¾	deficit	deficit	7.5	7.8
1929	67 -13	42 -16½	27.4 - 5.3	16.7 - 6.1	3.7	5.7

*Based on estimated Chrysler 1953 earnings of $9.00; estimated General Motors 1953 earnings of $8.25. Estimated 1953 dividends Chrysler $6.00; General Motors $4.50.

Source: Ralph W. H. Geer, Argus Research Corp.

The Current Financial Position Of Automotive Companies

Car, Truck and Trailer Manufacturers

COMPANY	1952 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1952	NET SALES 1951	NET PROFIT 1952	NET PROFIT 1951	DIVIDEND PAYMENTS 1952	DIVIDEND PAYMENTS 1951
Autocar	5.2 to 1	584,216	31,677	34,843	145,563	1,269,797	—	—
Chrysler	1.6 to 1	8,693,730	2,600,958	2,466,678	78,696,599	71,973,469	6.00	7.50
Divco Corp.	4.1 to 1	450,000	8,746	11,144	387,343	695,079	0.70	1.40
Fruehauf Trailer	2.1 to 1	1,215,756	155,727	156,162	5,711,525	6,210,108	2.00	2.00
General Motors	2.2 to 1	87,273,036	7,549,154	7,465,555	558,721,179	506,199,560	4.00	4.00
Hudson	2.7 to 1	2,001,902	214,873	186,051	8,307,848	*1,125,210	0.75 (& 5% stk.)	1.00
Mack Trucks	2.0 to 1	1,494,668	170,534	149,756	1,048,718	2,347,152	1.00	1.00
Nash-Kelvinator	1.9 to 1	4,341,109	358,400	401,148	12,603,701	16,220,173	2.00	2.00
Packard	1.8 to 1	14,491,340	233,737	179,551	5,618,263	5,594,060	0.15	0.30
Reo Motors	1.4 to 1	492,355	156,138	112,756	3,266,565	2,422,394	2.00	1.00
Studebaker	1.7 to 1	2,359,958	585,313	503,309	14,291,789	12,623,130	3.00	3.00
Trailmobile (Wealdon Co.)		182,861			180,524	13,668	0.25	0.50
Twin Coach		472,500	42,154	39,476	895,798	1,104,376	0.25	(stk.
White Motor	3.8 to 1	776,424	148,526	150,010	3,447,503	4,340,361	2.50 (& 4% stk.)	0.62½ (& 4% stk.

Tire and Rubber Companies

COMPANY	1952 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1952	NET SALES 1951	NET PROFIT 1952	NET PROFIT 1951	DIVIDEND PAYMENTS 1952	DIVIDEND PAYMENTS 1951
Firestone	4.0 to 1	3,903,868	965,364	975,766	43,081,717	48,398,950	3.50	6.00
General Tire	1.9 to 1	1,214,025	185,914	170,771	6,147,918	7,016,640	2.50	3.50
Goodrich	2.8 to 1	4,164,792	624,102	637,722	32,364,008	34,742,881	2.65	2.50
Goodyear Rubber	5.8 to 1	4,356,078	1,138,403	1,101,141	39,009,866	36,628,296	3.00 (& 5% stk.)	4.00
Lee Rubber	6.0 to 1	265,199	45,335	50,402	1,767,179	2,185,632	3.50 (& 5% stk.)	5.00
Mansfield Tire		550,266	55,552	66,832	1,334,000	2,107,414		4.00
Seiberling	3.0 to 1	376,010	41,646	43,681	948,915	1,216,574	1.00	1.00
U. S. Rubber	2.3 to 1	5,302,124	850,151	837,222	28,169,955	30,366,449	2.00 (Adj.)	2.00 (Adj.)

Parts, Accessories and Miscellaneous Suppliers

COMPANY	1952 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1952	NET SALES 1951	NET PROFIT 1952	NET PROFIT 1951	DIVIDEND PAYMENTS 1952	DIVIDEND PAYMENTS 1951
Ainsworth Mfg. Co.	2.8 to 1	413,862	20,322	22,148	168,751	338,392	0.87½	1.00
Allen Industries		559,200	26,448	30,662	1,041,942	1,007,326	0.80	0.80
Amer. Forging & Socket	5.0 to 1	231,400	†	6,237	178,803	280,164	0.50	0.62½
Amer. Metal Products		859,820	28,384	27,981	2,367,125	2,177,442	1.12½	1.50
Baldwin Rubber	4.6 to 1	393,689	†	19,705	902,697	1,224,327	0.85 (& 10% stk.)	1.05
Bendix Aviation	1.6 to 1	2,117,453	508,701	340,540	15,295,159	11,818,608	3.75	6.00
Bingham-Hubrand	2.1 to 1	349,966	13,906	14,469	495,902	1,281,241	0.75 (& 2½% stk.)	1.55 (& 5% stk.)
Bohn Aluminum	3.0 to 1	528,627	51,733	47,694	876,950	1,436,078	1.25 (& 50% stk.)	1.75
Borg-Warner	2.3 to 1	2,394,879	353,948	369,166	22,914,657	21,219,389	5.00	5.00
Briggs & Stratton	4.1 to 1	594,298	40,612	38,494	3,065,449	2,937,238	2.75	2.75
Budd Co.	2.1 to 1	3,545,967	297,363	317,664	9,190,618	10,882,613	1.00	1.45 (& 2% stk.)
Campbell, Wyant & Cannon	4.2 to 1	344,925	31,858	32,010	1,403,756	1,135,344		2.00
Clark Equipment	2.3 to 1	991,059	131,814	130,148	5,504,246	5,276,726	3.50	3.00 (& 25% stk.)
Continental Motors	1.4 to 1	3,300,000	264,219	166,678	6,126,021	4,469,063	0.65	0.50
Dana Corp.	2.2 to 1	2,500,000	162,644	171,819	9,601,736	11,134,589	3.00	2.25
Detroit Aluminum & Brass				6,084		468,679	0.45	0.50
Detroit Gasket & Mfg.	2.2 to 1	524,168	27,128	28,892	997,452	1,251,998	1.00	1.00
§Doehler-Jarvis				85,862		5,211,605	1.75	2.50
Douglas & Lomason	3.4 to 1	303,000	13,322	15,264	512,761	1,002,313	1.00	1.75
Eaton Mfg. Co.	1.8 to 1	1,789,942	181,855	186,777	9,436,777	10,296,329	3.00	3.00
Federal Mogul		848,364	35,037	36,122	2,734,000	2,915,153		2.50
Federal Screw Works	2.1 to 1	210,000	†	†	605,774	844,284	1.12½	1.37½
Gabriel Co.	2.1 to 1	521,784	17,889	15,795	13,927	591,992		0.45
Gemmer Mfg. Co.	1.6 to 1	550,000	20,233	18,856	*68,036	180,242		0.90 (& 100% stk.)
Gerity-Michigan	1.7 to 1	759,496	15,540	17,429	41,535	800,732	†	0.30
Hall Lamp Co.	3.7 to 1	314,928	7,323	7,475	115,964	*29,208	0.10	0.09
Hastings Mfg. Co.		1,055,700			364,661	626,285	0.45	0.60
Hayes Industries	2.1 to 1	333,000	11,301	10,746	550,901	687,601	1.00	1.00
Hayes Mfg.	3.0 to 1	1,059,853	16,790	16,073	663,035	892,942	0.60	0.60
Hoover Ball & Bearing	3.8 to 1	174,328	6,502	6,907	335,653	435,569	1.30	1.75
Houdaille-Hershey		785,000	64,652	70,450	2,171,668	2,478,656	1.25	1.00
Jacobs Co., F. L.	2.9 to 1	637,261	20,402	33,337	2,001,227	528,367	†	2.50
Kelsey-Hayes Wheel	3.5 to 1	328,244	102,791	104,205	4,485,929	5,317,871	3.00	2.50
Kent-Moore Organ	2.3 to 1	320,000	†	3,961	250,658	337,817	0.60	0.80
King-Seeley Corp.	4.6 to 1	466,690	31,516	37,503	1,635,112	2,051,861	2.00	2.50
Kingston Products	1.5 to 1	1,050,000	16,946	15,460	683,188	685,476	0.25	0.30
Kysor Heater Co.	6.0 to 1	191,020	†	2,461	100,466	181,470	0.40	0.50
Lakey Foundry	2.1 to 1	490,338	16,297	16,933	744,456	615,257	0.80	0.60
McCord Corp.	4.8 to 1	383,956	34,712	36,275	1,504,764	1,974,455	2.50	2.50
Michigan Bumper		241,519	4,971	5,743	288,331	310,874	0.70	0.80
Michigan Steel Tube Prod.	7.2 to 1	200,000	5,342	5,635	60,665	241,216	0.60	0.60
Motor Products Corp.	2.2 to 1	468,304	74,293	104,257	2,861,832	3,840,387	1.50	2.25
Motor Wheel	3.1 to 1	845,752	68,872	74,473	2,596,414	2,959,785	2.00	2.00
Murray Corp. of America	4.5 to 1	1,015,054	81,335	140,701	4,032,127	7,611,145	2.00	2.50
National Auto Fibres	3.6 to 1	996,145	73,573	86,765	2,053,346	3,200,220	2.00	2.00
Raybestos-Manhattan	4.0 to 1	628,100	73,230	84,866	3,175,611	4,857,140	3.00	3.00
Reynolds Spring	6.0 to 1	282,725	7,203	12,433	299,035	222,208	0.15	0.90
Ryerson & Haynes	2.4 to 1	460,800	4,296	6,429	271,059	404,944	0.37½	0.57½
Sheller Mfg. Co.	3.2 to 1	953,280	44,406	43,078	2,635,029	2,935,830	1.20	1.20
Soss Mfg. Co.	4.5 to 1	234,000	3,620	4,029	243,776	355,960	1.00	1.12½
Standard Tube	1.7 to 1		10,769	11,849	445,660	636,782	0.50	0.10
Stewart-Warner			122,552	103,269	4,234	4,104,789	1.75	1.75
Timken-Detroit Axle	2.3 to 1	2,254,731	233,338	138,048	6,804,247	5,548,274	1.50	1.00
Timken Roller Bearing	2.3 to 1	2,421,380	169,632	188,656	10,596,534	14,068,109	3.00	3.00
Thompson Products	1.4 to 1	1,183,017	274,080	194,899	9,252,579	7,687,246	2.00	2.00
Vogt Mfg. Co.	5.9 to 1	190,000	†		274,207	392,669	1.30	1.80
Wayne Screw Products	3.3 to 1	400,000	1,676	1,959	96,780	115,450	0.14	0.14
Young Spring & Wire	3.7 to 1	405,858	43,482	60,606	983,868	3,486,457	2.00 (& 8% stk.)	3.00

(Compiled for Automotive News by First of Michigan Corp., investment bankers; members, Detroit and Midwest Stock Exchanges)

*—Loss †—Not given

She was in no shape to travel...

Did you ever notice how accurately and sometimes amusingly our clothes reflect our way of living?

The outdated outfit shown here, for example, represents an era of immobility. Even the fussy getups of just a few years back reflected a certain stodgy staidness that has disappeared in recent years.

Just look at our clothes today. By their names alone you can tell America has enjoyed a big change. We have *casual clothes, play clothes, sportswear, travel togs*—all the gear that symbolizes our new leisure and our delightful new mobility.

Holiday magazine, of course, reflects this change to pleasurable, more mobile living. In fact, Holiday is pleased to be the *one* magazine which, in the past seven years, has provided the major impetus to this exciting phenomenon. Holiday is particularly pleased that its 860,000 families are the leaders of the big change—the kind of influential people who enjoy "everyday holiday living" and encourage millions to do the same.

These families are a big reason why so many advertisers use Holiday to sell their products. A big reason, too, why Holiday has become the most successful new magazine of our time.

Yes, Holiday's in fine shape to fashion sales gains for many an advertiser.

HOLIDAY MAGAZINE

A CURTIS PUBLICATION

...its readers are leaders of the big change in American living!

U. S. Restrictions Bar Records . . .

Controls Curb Industry in '52

(Continued from Page 7)

Fire Dome V-8 bows with 160 horsepower . . . Congress seen warm to controls extension.

• • •

February

Drive for easier credit terms spurred at NADA convention; fear auto-production cutbacks would "wipe out many of the nation's 45,000 new-car dealers" . . . Auto leaders charge artificial shortages . . . Used-car price errors in CPR 94 corrected by OPS . . . NPA holds up Fisher machine tool contract . . . Arkansas fleet-car deals probed.

Auto industry to get more materials for second and third quarters . . . Market squeeze cuts dealer total by 1,424, *Automotive News* finds . . . OPS is pressing dealer probes under CPR 83 . . . Allout battle opened to repeal Regulation W . . . Steel balks at annual wage . . . Kentucky again tries to enact car title law.

Cars in transit put dealer stock average at six units . . . '51 car sales were 5,060,903; trucks, 1,003,850 . . . Chrysler fourth to get price OK . . . Truman's controls plea hits auto industry . . . Studebaker toasts its centennial . . . NPA warns on switch to production of high-priced lines . . . '52 Nash-Healey unveiled.

High sales reported as Chicago auto show draws half-million despite labor row . . . More materials expected in third quarter . . . Week's production rises to 107,340 for new '52 peak . . . Annual wage drive pushed by UAW . . . Eight-cylinder car sales close in on sixes.

• • •

March

Hike in car output quota due . . . OPS opens drive on dealers, lots . . . U. S. removes limits on natural rubber . . . NUCDA fights used-car price rollback . . . NPA kills plan to curb output of batteries . . . Goodyear is first to top $1 billion for tire firms . . . Tire makers and OPS discuss quantity limit, decontrol.

U. S. releases copper to boost car output during second quarter . . . U. S. task force sees need to keep car output up . . . Three unions spur drive for auto salesmen . . . Canada truckers fight Federal transport curbs.

Dealers' car stocks dip to postwar low . . . Congress asked to kill Regulation W . . . NPA removing restrictions on automatic drives . . . UAW moves to rout Reds in Ford local . . . GM's net slides 39 percent; taxes, controls blamed . . . End of machine tool freeze sighted this year.

NADA blasts OPS; Senators told agency ignores Congress and advisory committee . . . Drive to purge Red unionists shifts to Buick . . . Compression ratios top 7 to 1 on most cars . . . More automatic transmissions seen . . . Hudson and KF put first entries in Economy Run.

• • •

April

Auto salesmen's strike idles 2,300 in California . . . NPA sets hearing for Ford attack on auto quotas . . . Steel crisis delays easing of controls . . . NPA prepares for end of CMP . . . Alloy steel shortage seen through 1952.

Reg. W blasted for sales slump as dealer car stocks edge up . . . NADA's brief on CPR 83 says blanket plan endangers competitive system . . . Ford settles suit for $9 million in Harry Ferguson tractor case . . . Canada slashes car excise tax from 25 to 15 percent . . . 29 cars are off on long Economy Run . . . Salesmen's union flareup spreads in Milwaukee . . . Ex-Dealer Ward faces felony counts before Denver trial jury.

Market reaction awaited as Henry J and Cadillac cut prices $44-$168 . . . Other producers fight Ford plan to shift auto quotas . . . Car makers ask last-half output of 2½ million . . . Early decontrol seen for natural rubber . . . Autocar expands Reo distribution.

Makers join "W" fight; NADA insists on 24 months for time payments . . . Makers striving for April goal of 521,000 units . . . 20,000 dealers to open safety drive . . . Dealers throng OPS hearing on CPR 83 complaints . . . Milwaukee dealers drop Sunday-closing plan . . . Exclusive dealer ties hit by highest courts . . . OPS heeds industry in used-parts order.

• • •

May

Early auto output cut likely as makers strive to save steel; overtime work slated to be eliminated first . . . Steel, oil strikes posing threat to economy . . . Reg. W relief ready . . . *Automotive News* receives National Safety Council award third time . . . FTC study is sought in U. S. parts deals.

Sales upswing foreseen as Reg. W ends; finance firms likely to hold to 24 months . . . two millionth vehicle of 1952 built . . . NADA to fight maldistribution of cars . . . FTC opens probe of parts pricing, government deals.

Biggest sales upsurge is in late-model used cars after Reg. W is lifted; new-car stocks at peak for '52 . . . James J. Nance, former GE Hotpoint chief, is named Packard president . . . Army to transfer Detroit tank plant back to Chrysler . . . Eight-cylinder cars show sales spurt.

Dealers ask end to "OPS chaos" . . . Cost changes bring restudy of auto prices . . . New Borg-Warner strike threatened . . . Copper import Okay ends last hurdle on auto metals . . . Hudson is aiming light car at low-priced field . . . K-F hopes for small profit in 1952 . . . Fall debut of '53 models urged.

• • •

June

Decontrol of output is likely this year, Capital insiders aver . . . June production expected to set high for year . . . High court backs management rights . . . N. Y. vehicle owners fight city use tax in courts.

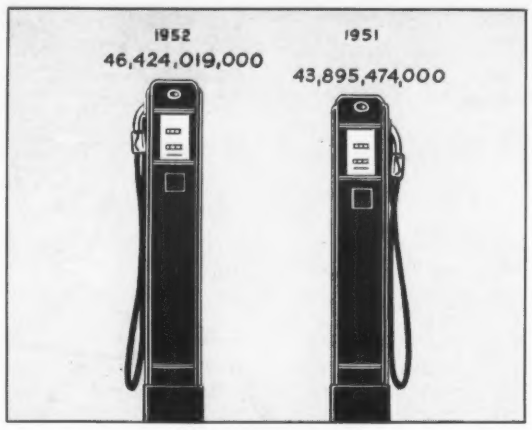
NADA poll shows 25 percent of dealers operating at loss . . . 2½ million cars asked by makers for second half . . . Steel strike due to affect auto output by July . . . Eight-cylinder car in first 10 at "500" . . . NADA warns against discount cuts by factories . . . Vehicle exports drop despite output peak.

Congress snubs Truman on steel-mill seizure . . . Standby Reg. W hit . . . NUCDA renews OPS fight . . . Ex-Dealer Ward convicted of loan fraud . . . New GM process coats steel with aluminum . . . Auto makers help push cars with new promotions . . . GM's Ternstedt division demonstrates Army's new T-41 range finder for M-47 tanks.

Defense, civilian output feeling effects of strike . . . Added copper brings easing of output controls . . . Steel stocks critical as auto output tops quota for six months . . . All companies reduce truck tire prices . . . Auto financing up 15 percent . . . World metals plan assailed.

Third of nation's vehicles found defective in safety check . . . Top research pro-

(Continued on Page 104, Col. 1)



Gasoline Consumption

Entrancing Entrance...

You enter a motoring life of well-being when you step out in a new General Motors car.

Your car is one of five that many car owners especially esteem because of the familiar insignia these favored five bear—the famed Body by Fisher emblem.

For to them that insignia means "the best body built."

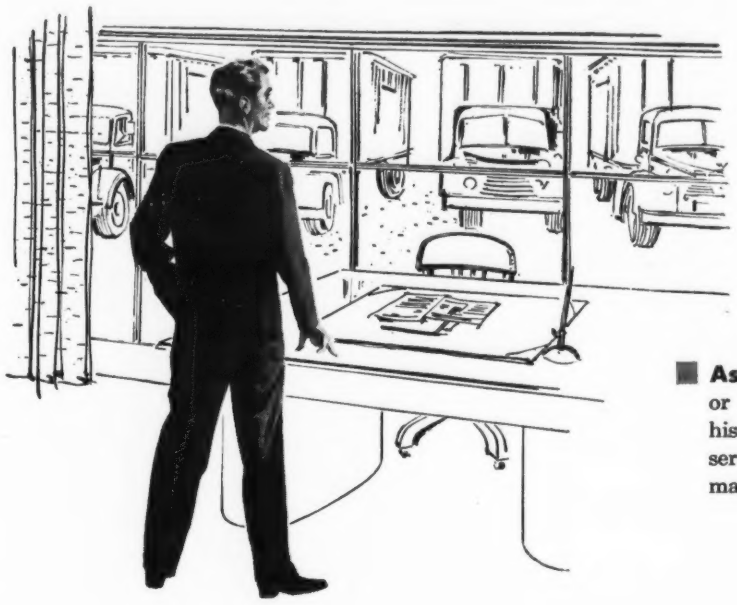
And for several reasons—beauty of design, perfection of appointments—and the carefully engineered construction which enhances comfort and safety.

So in making your car selection for 1953, keep in mind the five cars — and there are only five — that give you the added luxury of Body by Fisher. And they, of course, are Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac.

Exclusively Yours on the five General Motors cars:

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

Body by *Fisher*



As a businessman, he buys or influences the buying for his company of goods and services of many kinds from many different sources.

The man in two positions to buy!

As a family man, he and his wife and their friends enjoy an upper-income manner of living . . . for their interests are broader and their means way above the national average. They are consistent, best customers for better products and services.

Q.E.D.

Successful businessmen-family heads like this, with their wives and families, comprise in large part the audience of TIME. Every week TIME's advertising pages talk directly to 1,700,000 families, America's most valuable prospects—best customers in two positions to buy.

U. S. Restrictions Bar Records . . .

Controls Curb Industry in '52

(Continued from Page 102)

jects: Substitutes, corrosion . . . OPS promises dealers former handling and ad charges . . . OPS pondering suspension of tire price lids . . . Pressure rises for use of T-H in steel crisis . . . Defense contracts pile up as steel supplies drop.

• • •

July

Most auto plants shut; July reopening doubted . . . Dealers regain full discount from OPS; Reg. W ended . . . Used-car wholesale prices continue to rise . . . NUCDA pondering whether to call themselves "Independent Car Dealers" . . . Compromise pacts with small mills raise steel hopes . . . Packard to offer power steering.

Auto production sinks to three-year low . . . Base-period row snags OPS order on charges . . . Push for salesmen broadened by AFL . . . New-car sales off as dealers tighten trading . . . Decrease to 6.2 new cars per dealer places field-stock total near postwar low . . . Drive to conserve nickel making headway.

New-car dealers join in chase for used units . . . Ford denied output hike; NPA reviewing quotas . . . Critchfield heads Pontiac; named successor to Arnold Lenz, killed in crash at 64 . . . 400,000 idle in auto plants because of steel strike.

Demand hoists used-car prices by 5-10 percent . . . Two base periods due for revised CPR 83 . . . General Tire weighs Crosley car future after gaining control of firm . . . NPA controls seen for another year . . . Ford to develop "brother" to Jeep . . . Steel pact to reopen mills . . . Auto usage climbs 7 percent.

• • •

August

Output due to creep up following postwar low . . . NPA considers 2½ million cars for first half of '53 . . . '52 prices likely to hold after dealers' discounts are restored to pre-Korean-War levels . . . Coal strike feared next . . . Auto makers get green light on machine tools.

Most auto plants to resume production by Aug. 18 . . . U. S. curbs dealer, unionist in AFL row on coast . . . Used-car market growing more selective . . . Big 3, Studebaker may win slight quota increases . . . PAR drive for highways attracts wider support . . . Prices boosted $54 on Henry J and Allstate models . . . Sports cars are popping . . . Auto plants maintaining schedules on aircraft.

Makers ask big '53 output hike . . . Field stocks reach postwar low: only four cars per dealer . . . Big K-F loss hit by stockholder group . . . Georgia boy, in damaged car, wins Soap Box Derby . . . Price tilts asked by suppliers to auto makers . . . SAE urged to work on truck design.

Drive to smash used-car jams in the making . . . Makers get new quotas for fourth quarter . . . OPS discount order keeps rein on dealers . . . Sporty MG paces foreign-car surge . . . NUCDA renews drive against OPS ceilings . . . Labor costs also rise for auto suppliers.

• • •

September

Dealers back in black, NADA reports, but steel strike threatens third-quarter profits . . . OPS is quizzing 1,000 dealers in Utah case . . . Four-month model season due; drive on to hold prices . . . Auto output near pre-strike level . . . New Borg-Warner strikes threaten auto output . . . Change in truck quotas unlikely . . . Nash, K-F blast quotas.

NADA sees hope for blocking of OPS "inquisition" . . . Makers set output hike to reach 1952 quotas . . . Inter-Industry Highway Safety Committee makes awards to dealers for lending cars to schools . . . Canada awaits British car deluge.

Plea to lift used-car ceilings rejected . . . Weekly production sets high for '52 at 124,681 vehicles . . . Sears-Roebuck reaffirms Allstate deal; '53s on order . . . More makers blast NPA quotas . . . NPA ready to answer '53 output enigmas . . . Output clouded by labor unrest.

New-car sales stimulated as '52 clean-up nears . . . Higher '53 output okayed despite snag on materials . . . UAW asks wage increases from GM . . . End of controls on prices seen by next April.

Industry heading for record '53, Washington feels . . . Three millionth car of '52 is produced as rate holds at peak level . . . Used-car prices sliding . . . DeSoto's C. E. Bleicher dies . . . Coal settlement removes threat to auto output . . . Philadelphia Automobile Trade Assn. marks 50th anniversary . . . Motor carriers seek price lid removal.

• • •

October

K-F planning sports car . . . Wire wheels coming back on U. S. cars . . . Auto shows set for 15 cities . . . Nash NXI is due late next year . . . Irving Woolson steps up to succeed late C. E. Bleicher at DeSoto . . . Truck quota changes due soon.

Field stocks up sharply to 6.8 cars per dealer . . . All used-car prices off; index drops to five-month low . . . General Tire seeks to sell rights to Crosley car . . . Public relations awards are set up for dealers.

Production heading for 1952 peak . . . NPA okays boost in Willys output for first quarter . . . Clamor for national auto show grows.

Ford and Dodge shift places in heavy-truck quotas . . . Parts makers ask 40 percent more steel . . . NUCDA opens goodwill drive . . . NADA President Lloyd assails leasing "threat" . . . Service absorption is stressed . . . OPS issues new forms for posting shop prices.

• • •

November

Sufficient steel likely . . . Packard revives Clipper . . . Output reaches 16-month high of 144,038 in week . . . Coal truce eases threat to high steel output . . . Used-car stocks rise as dealers clear out '52s . . . High truck output pushed for 1953.

Election due to push decontrol; NADA urges end of price lids . . . Boosts in auto horsepower lead to confusion . . . Buick to offer air-conditioner unit next year . . . GM puts up $200,000 for safety contest . . . Dealer, maker labor supply tight . . . New British cars seen cutting used-car prices in Canada.

U. S. loses tax case on dealer demonstrator cars . . . Nation's dealers help get thousands to the po[illegible] . . . Outlook brighter on first-quarter steel for autos . . . Dealers push new-car sales up . . . Oil men hail diversion bans.

Court restricts union organizing . . . Chrysler tools up for auto air-conditioner . . . Army's truck "stretchout" won't end labor pinch . . . U. S. trust suit against duPonts on in Chicago . . . GM's C. E. Wilson and Oregon Dealer-Gov. McKay picked by Ike for his cabinet.

• • •

December

Finance firms tighten auto credit as stiffer competition impends . . . Hudson prices new Jet in Big-Three field . . . Buyers balking, but sales rise in some areas . . . New tax system is proposed for interstate vehicles . . . Decontrol action seen imminent on steel.

Hotter sales fight is due in low-priced field . . . Harlow H. Curtice is confirmed as acting GM chief . . . IAM steps up drive to organize dealers . . . Second-quarter output boost being sought . . . Pontiac holds line on prices; cuts station wagons . . . Output hits 127,385 in week, despite GM changeovers . . . 500 exhibitors to set record for ASI show.

Willys cuts '53 prices . . . $2 billion market seen for auto parts in '53 . . . Dodge dealers offered restitution on unordered trucks . . . Goodyear rolls out 575 millionth tire . . . Dealer-factory survey started by NADA . . . Industry fears scarcity of scrap by summer . . . Push is on for more service volume.

Nash plans early start on "LeMans" engine . . . Story on Ford's profits denied by company . . . Six transmissions to be available on Dodge cars . . . Makers of truck trailers optimistic on '53 sales.

Auto spotlight turns to sales chiefs . . . Battle expected on dealer role in insurance . . . Year's car output off 18.6 percent from 1951 . . . Ford steps up jet production . . . Union and two salesmen sue coast dealer for $80,000 in wage wrangle . . . Ike names Roger Kyes and Harold Talbott to defense posts . . . Congress to get plan for U. S. toll roads.

DELCO SHOCK ABSORBERS

Important at the retail level, too!

DELCO Hydraulic Shock Absorbers

"This car has Delco shock absorbers" is a statement often made by salesmen for its favorable effect on prospective buyers. For more than 24 years a majority of the nation's car owners have been riding on Delco shocks. These people have experienced increased riding comfort, on every kind of road, with every improvement Delco has made.

The car owner may not understand the full significance of Delco's engineering improvements, but experience has taught him that if he has Delco shock absorbers he has the best. For full information on its complete line of shock absorbers, call Delco Products, Division of General Motors Corporation, Dayton, Ohio.

Packard

New Packard CLIPPER

makes news

New PACKARD

for '53!

IN THE long and thrilling story of Packard, no chapter is brighter than the current one. No page more alive with proof that *Packard makes news!*

Packard has claimed front-page attention all the way in 1953. In addition to announcement of the beautiful new Packard, *America's new choice in fine cars,* the Company also made news with the Packard CLIPPER, an entirely new line of cars offering big-car value in the medium-price field.

It is with sincere gratification that Packard is able to report steady public acceptance of these cars in volume that surpasses all our planning and expectations. They have been acclaimed the finest production cars and greatest dollar-for-dollar values in Packard history!

As the crowning achievement of its new expansion program, Packard also introduced a special and superb new line of handsome eight-passenger limousines and sedans for corporate and personal use. Never has Packard built a finer car in its long and illustrious career.

Packard's new lines of great automobiles equally compliment the good taste and judgment of the people who buy them—and the business wisdom of dealers who sell them.

Some valuable franchises are available for dealers who can qualify.

1. With the new PACKARD··· America's new choice in fine cars.

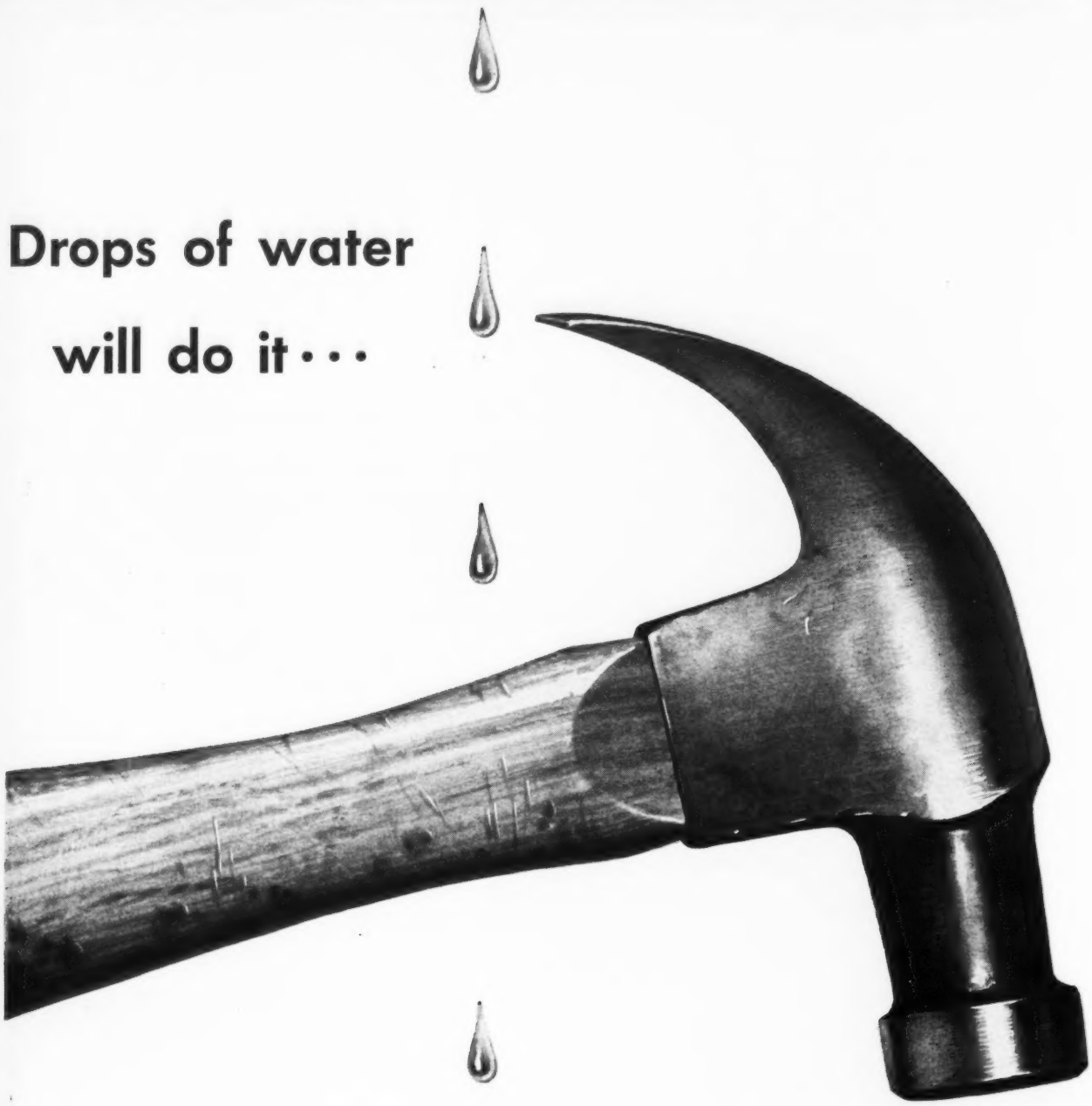
2. With the new Packard CLIPPER··· big-car value in the medium-price field.

3. With a new line of eight-passenger custom limousines and sedans···the finest cars in Packard's long years of fine-car leadership.

PACKARD MOTOR CAR COMPANY, DETROIT 32, MICH.

Now . . . *Ask The Man Who Owns One*

Drops of water will do it . . .



but a hammer does it better!

Yes—drops of water will wear away stone . . . in time. And there's no denying that constant repetition in advertising is one way, an important way, to make an impression with a product story.

BUT . . . the people who make up Campbell-Ewald Company do not expect repetition to substitute for good ideas. We're determined to make each advertisement that we create for our clients as provocative, as stimulating, as helpful as it can be. That's why we're always looking for new ideas, better ideas, *to hammer the message home*—to hit hard at the message that will put our clients' products in the hands of the world.

It's gratifying to look back at our 42 years of success, at the ads we've created and the well-known products we've helped to sell. And now there are new faces in this agency, new thinking and new enthusiasm. These things keep us pointed toward the future. They keep us constantly looking for new ways to help the valued clients we are now serving, and those we hope to serve in the future.

Advertising Well Directed

C A M P B E L L - E W A L D C O M P A N Y

DETROIT, NEW YORK, CHICAGO, WASHINGTON, ATLANTA, DALLAS, KANSAS CITY, LOS ANGELES, HOLLYWOOD, SAN FRANCISCO

AUTOMOTIVE NEWS FAMILY ALBUM

An industry is composed, in the last analysis, not of land, buildings or machinery, nor even capital invested, patents owned nor number of stockholders—

—An industry is the men who make it!

This feature of the Automotive News Almanac is therefore incorporated for the purpose of parading, face-to-face, the men who today are contributing their brains, their acumen and their energy to keeping "the world on wheels!"

This Album is obviously incomplete, and although we try diligently to make it comprehensive, still there are omissions of important individuals who should be included here.

In some instances photographs and biographies which we requested have not been furnished in time to be included; in others, it may be a case of pure oversight. But in any event we hope these omissions will be called to our attention and the material furnished so that no one will be overlooked in next year's Family Album.

The Editors.

ABBEY, DAN R., with Kent-Moore Organization, Inc., as vice-pres. of sales since March 17, 1949. Born in Las Cruces, N. M., July 19, 1910. Texas A. & M. Elec. engr. degree. Entered automobile business in 1928 at Del Rio, Tex., with retail Chevrolet - Buick as mechanic.

ALEXANDER, JOSEPH W., with Kaiser-Frazer Sales Corp. as gen. service mgr. since 1950. Born Fort Madison, Ia., July 13, 1894. Amer. Tech. Soc. Funk & Wagnal, A. & M.E. degree. Entered automobile business in 1912 at Galesburg, Ill., with Overholt Co. as a mechanic.

ANDERSON, WENDELL W., with Bundy Tubing Co. as pres. and treas. since 1929. Born Detroit, Mich., 1901. Detroit U. school, Hill school, Yale, A.B. Alpha Delta Phi. Entered automobile business in 1929 in Detroit with Bundy Tubing Co.

BABBITT, HAL, with Kaiser-Frazer Corp. as vice-pres. since June, 1950. Born Kellogg, Id., July 16, 1909. Oregon St. Coll. Joined Kaiser organization at Bonneville dam project in 1937. Joined Kaiser-Frazer in 1946 as asst. dir. public relations.

BARIT, A. EDWARD, with Hudson Motor Car Co., as pres. and gen. mgr. since 1936. Entered automobile business in 1906 in Detroit with Chalmers.

ABERNETHY, ROY, with Packard Motor Car Co. as asst. gen. sales mgr. since 1951. Born in West Monterery, Pa., Sept. 29, 1906. Started in automobile business in 1925 as shop apprentice with Packard's Pittsburgh distributor.

ALLAN, JAMES S., with Walker Mfg. Co. of Wis. as pres. since 1939. Born in Kirkwall, Scotland, 1889. Entered automobile business in 1924 at Racine, Wis., with Ajax Auto Parts Co. as asst. to pres.

APPEL, WALTER D., with Ford International, Inc., as director of Engineering since March 1, 1949. Born in Cleveland, O., April 29 1891. High school grad.; Case Inst. of Tech., B.S., M.E. Entered automobile business in 1918 at Cleveland with Cleveland Automobile Co. as designing engr.

BACHMAN, BENJAMIN B., with Autocar Co. as vice-pres. of engr. since 1929. Born in Philadelphia. General schooling. Entered automobile business in 1905 with Autocar as draftsman.

BARRETT, WILLIAM R., with Rinshed-Mason Co. as vice-pres., gen. mgr. since 1952. Born in Allegan, Mich., May 30, 1918. Mich. State Coll., B.S. Chem. Engr.

ACKERMAN, PAUL C., with Engineering Div. of Chrysler Corp. as Exec. Engr. — Laboratories since 1952. Born Erie, Pa., Nov. 4, 1899. University of Michigan. Entered automobile business in 1924 at Canton, Ohio, with Timken Bearing Co. as assistant chief engineer.

ALLAN, ROY C., with Eclipse Mach. Div., Bendix Avia. Corp., as dir. of sales since 1945. Born Watseka, Ill., in 1887. Bliss Electrical Col. Entered automobile business in 1916 in Kenosha, Wis., with Thos. B. Jeffery (now Nash), as exp. elec. engr.

APPLEMAN, ROY H., with Chrysler Division, Chrysler Corp., as exec. asst. since 1952. Born Put-in-Bay, Apr. 29, 1896. Entered automobile business in 1914 in Flint, Mich. With Chrysler Corp. since 1925.

BAITS, STUART G., with Hudson Motor Car Co. as vice-pres. and asst. gen. mgr. With Hudson since 1915. Born Dowagiac, Mich., Aug. 23, 1891. Univ. of Mich., B.E.E.

BARTHOLOMEW, EARL, with Ethyl Corp. since 1926; staff executive since 1951. Born in Norman, Olka., Jan. 1, 1901. Univ. of Oklahoma. A.B., B.S. in M.E., M.S. in M.E. Entered automobile business in 1926 in Yonkers, N. Y., with Ethyl Corp. as head of Automotive Research Div.

ADAIR, DOUGLAS, with Kent-Moore Organization, Inc., as pres. since 1947. Born Ardmore, Pa., May 24, 1918. Dartmouth. Entered automobile business in 1946 at Detroit with Kent-Moore Organization, Inc., as exec. asst.

ALLEN, PERRY E., with Allen Products Corp. as pres. Born Pontiac, Mich., Sept. 24, 1910. Entered automobile business in 1930 at Detroit, Mich.

ARMACOST, ROBERT SHAW, pres. of Armacost Motors, Inc., since Sept. 10, 1923. Pres., National Automobile Dealers Association. Born Cincinnati, O., Jan. 27, 1899. Entered automobile business Jan., 1920, at Cincinnati with Studebaker distributor as used-car salesman.

BAKER, S. FRANK, Detroit Automotive Products Corp.; pres. since 1949. Born Council Grove, Kans., Nov. 25, 1895. Public Schools, State of Kans.; SMA-U. of Tex. Entered automotive equipment business in 1932 at Detroit as one of original organizers and vice-pres. of Thornton Tandem Co.

BASTER, FOREST S., with White Motor Co. as vice-pres. in charge of engrg. since March 26, 1941. Born Gates Mills, O., Nov. 12, 1896. Case Institute of Technology. B.S. Entered automobile business in 1919 at Detroit with Packard Motor Car Co. as asst. engr. of design analysis.

ADAMS, CYLDE M., with Bohn Aluminum & Brass Corp. since 1924. Elected secretary Feb. 28, 1949. Born Topeka, Kans., July 13, 1890. Univ. of Kansas. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as stores clerk.

ALLISON, RALPH M., with Warner Automotive Parts Div., Borg-Warner Corp., as pres. and gen. mgr. since 1938. Born Muncie, Ind., 1890. High schl. Entered automobile business in 1911 at Muncie with Warner Gear as cost clerk.

ARNOLD, CHARLES F., with Cadillac as chief engr. Born Harrison, O., Feb. 20, 1900. Univ. of Cincinnati. With Cadillac since Sept. 1925. Entered automobile business May, 1923, with Studebaker Corp.

BALDERSTON, WILLIAM, with Philco Corp. Pres. since June, 1948. Born in Boise, Id., Dec. 13, 1896. Univ. of Wisconsin. Entered automobile business in 1929-30 with Auto Radio Corp., Long Island, N. Y.

BAUMAN, JOHN NEVIN, with White Motor Co. as vice-pres. in charge of sales since 1935. Born in Jeanette, Pa., March 11, 1899. Bucknell Mich. M.E. Entered automobile business in 1922 in Cleveland, O., with White Motor Co. as technical apprentice.

ADAMS, JAMES R., with MacManus, John & Adams, Inc., as pres. and treas. since 1945. Born Southern Indiana, June 19, 1898. Univ. of Indiana, Univ. of Notre Dame. Entered automobile business in 1924 in Chicago with Critchfield & Co. as copywriter on Ford account.

ALLMAN LESLIE C., Pres. of Allman Co., Inc. Established July 1, 1951. Born and educated in Indiana. Entered automobile business with Fruehauf Trailer Co. as sales prom., adv. mgr. in 1929.

ASHTON, JAMES E., vice-pres. with J. W. Mortell Co. since 1942. Born Chicago, Ill., Aug. 14, 1899. Tech. high school. Entered automobile business in 1919 at Chicago with Yellow Truck & Coach Mfg. Co. as mechanic.

BALDWIN, WALTER D., with United States Rubber Co. as director of manufacturers sales since 1947. Born in California on Jan. 16, 1909. Univ. of Calif., B.S. degree. Entered automobile business in 1932 at Spokane, Wash., with United States Rubber Co. as salesman.

BAYNE, JOSEPH E., with Lincoln-Mercury Div., Ford Motor Co., as gen. sales mgr. since June, 1947. Born Detroit, Jan. 15, 1902. Detroit Junior Coll. Entered automobile business in 1924 at Detroit with John H. Thompson Co. as retail salesman.

ADAMS, JOSEPH E., with White Motor Co. as Director of purchasing and Planning since 1950. Born Cleveland, O., 1913. M. E. Carnegie Inst. Technology. Entered automobile business in 1944 with present company as Director of Material Control.

ANDERSON, HARRY W., with General Motor Corp. since 1919, as vice-pres. since 1942. Born Cadillac, Mich., Dec. 25, 1891. Detroit College of Law, LL.B. degree. Entered automobile business with GM's United Motors Service in legal department in 1919.

ATHANSON, WILLIAM J., with Briggs Mfg. Co. as Gen. Mgr. Body Parts and Ref. Materials Div. since 1944. Born Feb. 1, 1909. Univ. of Detroit. Entered automobile business in 1927 as production employe.

BALLANTYNE, ALAN A., with Monroe Auto Equipment Co. as adv. mgr. since 1948. Born Perrysburg, O. Ohio State Univ., B.S. degree. Entered automobile business in 1943 at Toledo, O. with Electric Auto-Lite as asst. to adv. mgr.

BAZNER, MARTIN W., with Ammco Tools, Inc., as vice-pres., sales mgr., since 1947. Born in Chicago, Ill. Sept. 6, 1900. St. Johns Military Acad., Delafield, Wis. Entered automobile business in 1941 in New England with Ammco Tools, Inc., as dist. sales mgr.

AHRENS, DON E., with Cadillac since 1925, Gen. Mgr. and Vice-Pres. of GM since July, 1950. Born Lodgepole, Neb. in 1890. University of Nebraska. B. & C. S., E. E. degrees. Entered automobile business in 1916 in Spokane as distributor.

ANDERSON, ROBERT E., with Batten, Barton, Durstine, & Osborn, Inc., as vice-pres. in chge. of Detroit office. Born Brooklyn, N. Y., June 1, 1912. Univ. of Pa. With BBD&O since 1936.

AUFIERO, J. M., Pres. and Gen. Mgr. of E. A. Laboratories, Inc. Established since 1913.

BANCROFT, RICHARD H., with Perfect Circle since Oct. 1, 1949 as executive engr. Born Springfield, O., June 25, 1903. Ohio State Univ. B.Ch.E. Entered automobile business in 1931 with Perfect Circle as research engr.

BEATTY, JOHN T., with United Specialties Co. as president since 1939. Born in Muncie, Ind., Mar. 13, 1901. Princeton, B.S. Entered automobile business in 1929 at Chicago, Ill., as vice-pres. of United Air Cleaner Co., now a division of United Specialties Co.

AUTOMOTIVE NEWS FAMILY ALBUM

BEATTY, WILLIAM H., with R. L. Polk & Co. as vice-pres. and gen. sales mgr. Born in Ossian, Ind., Feb. 27, 1903. Univ. of Illinois, A.B. degree. Entered automobile business in 1927 at Detroit with Associated Press as staff correspondent.

BEDFORD, CLAY P., with Kaiser-Frazer Sales Corp. as exec. vice-pres. since 1949. Born Benjamin, Tex., Aug. 25, 1903. Rensselaer Poly., C.E. degree. Entered automobile business in 1945 at Willow Run, Mich., with Kaiser-Frazer as vice-pres.

BEISER, RICHARD E., with National Automobile Transporters Assn. as gen. mgr. since 1944. Born Campbell county, Ky., Dec. 26, 1900. Univ. of Kentucky. Entered automobile business in 1924 at St. Louis, Mo., with Johnson Auto Co. (Ford) as parts dept. mgr.

BEMB, WALTER J., with Houdaille-Hershey Corp. as vice-pres. since Aug. 27, 1946. Entered automobile business in 1902 at Detroit with Wm. E. Metzger Co.

BENTLEY, CALVIN P., chmn. of the bd. of The Mitchell-Bentley Corp., and dir. of Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso Mich., May 28, 1883. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres. and dir.

BECKWITH, CARLETON B., with New Departure division of G.M. as adv. mgr. since 1930. Born in New Hartford, Conn., July 30, 1888. B.S. from Amherst. Phi Delta Theta frat. Entered automobile business in 1911 with New Departure as clerk, sales dept.

BEDFORD, T. A., with Kaiser-Frazer Corp. as vice-pres. and gen. mgr. of automotive div. since 1952. Born in San Diego, Calif., Feb. 7, 1909. Entered auto business with K-F in 1946 after association with various Kaiser industries on West Coast since 1932.

BELFIE, ALBERT H., with Buick Motor Div. as general sales manager. Born in Dollar Bay, Mich., in 1900. Mich. Coll. of Mines. Entered automobile business in 1919 at Lansing, Mich., with Oldsmobile as clerk.

BENDER, R. B., with Studebaker as general service mgr. since Oct. 1, 1948. Born Grantsville, Md., Nov. 26, 1903. Allegheny Coll. Entered automobile business in 1924 with Ford Motor Co. as billing clerk.

BERG, HAROLD R., with Ethyl Corp. as gen. mgr. of antiknock sales since 1952. Born Manchester, N. H., Apr. 14, 1905. Univ. of N. H., B. S. M. E. Entered automobile business in 1928 as field rep. with Ethyl Corp.

BERNARD, HARRY, with Mack. Mfg. Corp. New office at Plainfield, N. J. Vice-pres. service Dec. 1951. Born Montreal, Can., Nov. 28, 1901. Brown Univ., Sc.B. degree. Entered automobile business in 1917 at Providence, R. I., with Broadway Sales Co. as stock clerk.

BEST, PAUL B., JR., with Hupp Corp. as gen. sales mgr. Born Oak Park, Ill., 1917. Ohio State U., B. E. E. Entered automobile business in 1939 at Owosso, Mich., with Redmond Co., Inc., as engineer.

BETTE, A. J., with Johns-Manville Corp. since 1930, as mgr. of friction materials since Jan., 1953. Born New York, 1907. Manhattan Coll., N. Y. Univ.

BIGELOW, J. J., with Sparton Automotive, Div. of The Sparks-Withington Co. as sales mgr. since 1949. Born Hazleton, Pa., July 16, 1897. Carnegie Tech. Entered automobile business in 1917 at Hazleton, Pa., with Automotive Supply Co. as salesman.

BIGGERS, JOHN D., with Libbey-Owens-Ford Glass Co., as pres. since 1930. Born St. Louis, Mo., Dec. 19, 1888. Univ. of Michigan, A.B., LL.D. degrees. Entered automobile business in 1926 at London, Eng., with Dodge Bros. Britain, Ltd., as mng. dir.

BIGGERS, ROBERT L., with Chrysler Corp as pres. of Fargo Div. since 1937. Born in Webster Groves, Mo., Jan. 8, 1897. Univ. of Mich. Entered automobile business in 1919 with Graham Bros. at Evansville, Ind. With Chrysler Corp. since 1925.

BIGGERS, W. E., district mgr. for Rohm & Haas Co. and J. W. Clement Co. Born St. Louis. Smith Acad. St. Louis; Detroit Univ. School, Univ. of Mich. Entered automobile business in 1912 with Hyatt Roller Bearing Co. as adv. and sales promotion mgr.

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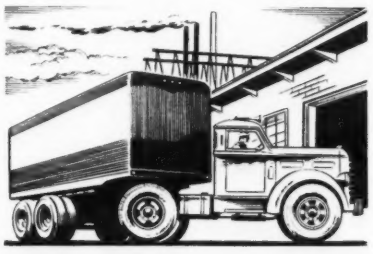
Whatever Your Business

An R/M Product Touches Your Life

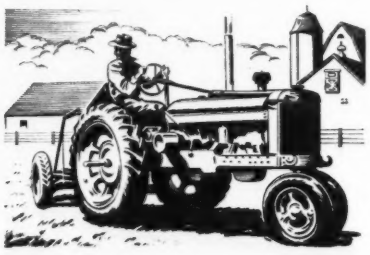
Your car very likely is one of the millions stopped safely many times every day by brake linings branded with one of the famous R/M trademarks shown below.

BRAKE LINING, for example. If cars, trucks, tractors or buses are a part of your life, it's a good bet that an R/M automotive product is too. For Raybestos-Manhattan is the world's leading producer of brake linings, clutch facings, and automatic transmission friction parts; and also makes a top-quality line of automotive rubber products. This is *just one* of the fields, however, to which R/M contributes its specialized skills. Your life is touched by hundreds of the asbestos and rubber products made in R/M's seven great plants and laboratories. If you have an asbestos, rubber, or sintered metal problem, call an R/M representative. Raybestos-Manhattan, Inc., Passaic, N.J.

Millions of children ride safely to school each day in buses which depend for smooth, safe operation on brake linings and clutch facings made by R/M.



Something you may buy tomorrow has probably just been delivered safely by a truck using brake blocks and clutch facings made by R/M.



Much of your food is farmed with mechanized equipment which is kept operating dependably with brake linings and clutch facings made by R/M.

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AUTOMOTIVE NEWS FAMILY ALBUM

BLACK, FRED L., with Nash-Kelvinator Corp. as dir. of pub. rel. since Dec., 1945. Born Battle Creek, Mich., Jan. 26, 1891. Miami (O.) Univ., A.B. degree. Entered automobile business in 1918 at Detroit with Ford Motor Co., pub. rel. and adv. exec.

BODKIN, EDWIN O., with McCord Corp. as adv. mgr. since 1923. Born in London, Ont., Aug. 25, 1897. London C. I., Toronto Univ. Entered automobile business in 1918 at Detroit with Packard Motor Car Co. as transp. engr.

BOLL, JOHN A., with United States Rubber Co., sales mgr. Fisk-Gillette Tires Div. since 1951. Born Brooklyn, N. Y., March 21, 1900. High school. Entered automobile business in 1926 at New York with U. S. Rubber Co., U. S. Tires Div.

BOUDREAU, JAMES E., with Ethyl Corp. as public relations director since 1951. Graduate of U. S. Military Academy. Entered automobile business in 1930 with Ethyl Corp. as field representative.

BRADLEY, ALBERT, with General Motors Corp. as exec. vice-pres. since Nov., 1942, with GMC since 1919. Born Blackburn, Eng., May 29, 1891. Dartmouth, B.S.; Univ. of Mich., A.M., Ph.D. Entered automobile business in 1919 at Detroit with General Motors Corp. as asst. to compt.

BLACK, ROBERT D., vice-pres. With Black & Decker Mfg. Co. since 1917. Born in White Hall, Md., in 1896. Attended Northeastern College, Boston. Entered automobile business in 1917 at Towson, Md., as screw mach. operator with Black & Decker.

BOESCHENSTEIN, HAROLD, with Owens-Corning Fiberglas Corp. as pres. and dir. since Nov., 1938. Born Edwardsville Ill., July 21, 1896. Univ. of Ill., '20, A.B.

BORG, GEO. W., with Borg-Warner Corp. as dir. since 1929; Borg & Beck div. chmn. of Supervisory board. Also Pres. of The George W. Borg Corp. Born in West Burlington, Ia., 1887. Public schools. Entered automobile business in 1913 at Moline, Ill. with Borg & Beck Co. as vice-pres.

BOWIE, CHESTER EUGENE (CHET), with Ford Div. as mgr. product sales and service, genl. sales office since January, 1953. Born in Cincinnati, O., Dec. 30, 1906. Drake Univ. Entered automobile business with Ford as clerk in 1929.

BRAENDEL, HELMUTH G., director of engr. and production since August, 1951, Wilkening Mfg. Co. Born West New York, N. J., Dec. 11, 1910. Stevens Inst. of Tech., M.E.; Inst. of Tech. of Darmstadt, Germany, M.M.E.; Chrysler Inst. of Engr. Entered automobile business in 1935 with Chrysler Corp. as student engr.

BLACK, ROBERT F., with White Motor Co. as pres. since 1935. Born Harrisburg, Pa., Nov. 2, 1889. Mercersburg Acad., Princeton. Entered automobile business in 1910 at New York with Mack Truck Co., Inc. as factory worker.

BLACKWOOD, A. D., with Briggs Manufacturing Co. as sec.-treas. Born Feb. 19, 1894. Entered automobile business in 1924 with Briggs as gen. auditor.

BLAKESLEE, WILLIAM S., JR., with Gar Wood Industries, Inc., sales mgr., Wayne div. Born Grand Rapids, Mich., Oct. 10, 1914. Dartmouth, A. B. Entered automobile business in 1936 at Detroit with Gar Wood Industries, Inc., in sales dept.

BLANCHARD, DONALD D., with Society of Automotive Engineers since 1936 as secy. SAE tech. board. Born in Ontario, Can., in 1894. Columbia Univ., E.E. degree. Sigma Nu, Tau Beta Pi. Entered automobile business in 1920 with Motor World as asst. tech. editor.

BLANCHARD, WALTER E., with Ford Motor Co. as adv. asst. since 1942. In charge of truck advertising, Ford Div. Born in Detroit, Mich. Entered automobile business with Hupp in 1914.

BLANK, WILLIAM E., with Auto-Lite Battery Corp. as sales mgr. since 1935. Born in Newport, Ky., Aug. 20, 1900. Entered automobile business in 1921 at Cincinnati, O.

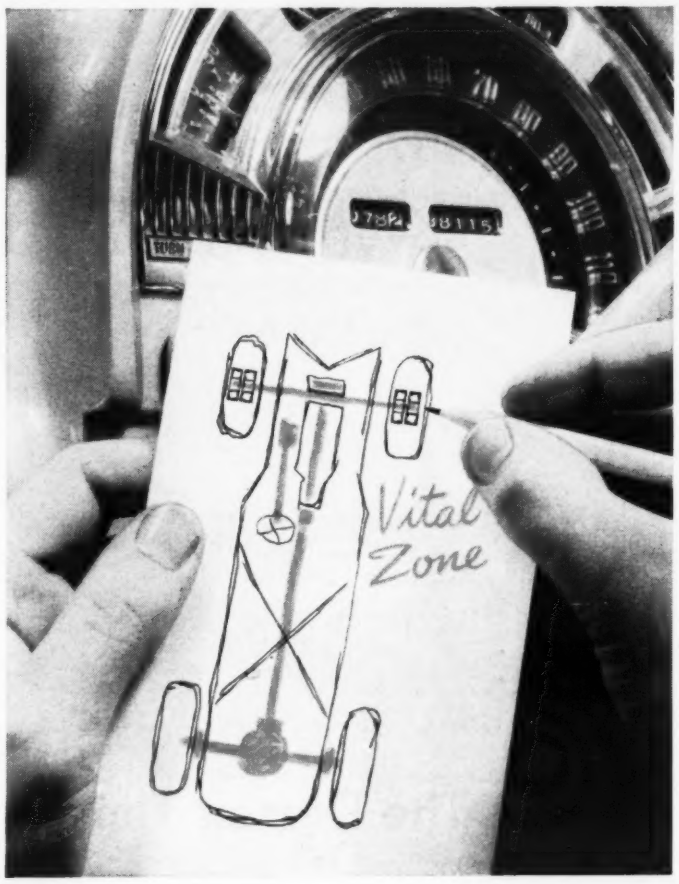
BLOOD, HOWARD E., with Borg-Warner Corp. as vice-pres. since 1932. Born Petosky, Mich., 1886. Univ. of Mich., B.S. Entered automobile business in 1909 at Kalamazoo, Mich., with Blood Bros. Machine Co. as engr. and asst. gen. mgr.

The appeal that wins by a mile— mile after mile

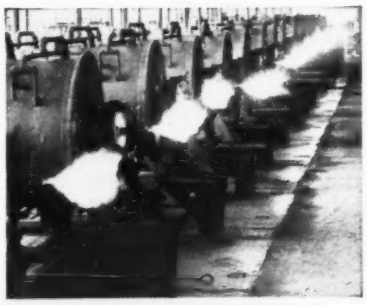
YOU can sell some car buyers by talking about style. Others with automatic features or horsepower.

But there's one appeal that's miles ahead with *everyone*. And that's appreciated more mile after mile. It's *value*. And especially where value counts most—in the "vital zone"—the moving parts of the car.

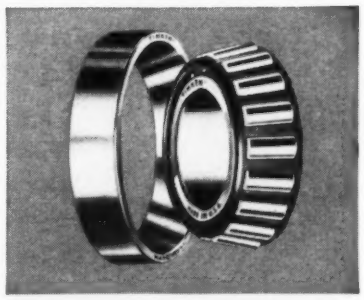
Timken® bearings give you far more value than any other tapered roller bearing because of higher quality, better service, wider public acceptance. In terms of the value you get, Timken bearing prices are lower today than ever before. The Timken Roller Bearing Company, Canton 6, Ohio.



How TIMKEN® bearings give you value where it counts most . . . in the "vital zone":



HARD OUTSIDE—TOUGH INSIDE. Cups, cones, and rollers of Timken bearings are made from Timken alloy steel, then case-carburized in furnaces like these to give a tough, shock-resistant core and hard, wear-resistant surface. It's one reason for the long life of Timken bearings.



PINION-PROVED. On the pinion—toughest bearing application in the car—Timken bearings are standard on all but two makes of cars. Throughout the "vital zone"—in pinions, wheels, differential transmissions, steering gears—Timken bearings give top value.

ONLY TIMKEN BEARINGS GIVE YOU ALL THESE VALUE FEATURES

QUALITY
1. Design leadership
2. Steel made in our own mill
3. Precision manufacture
4. Rigid quality control
5. More than 50 years' experience

SERVICE
6. Unequalled engineering service
7. Unequalled research and development facilities for your use
8. Installation service in the field
9. Widest range of sizes
10. Most dependable source of supply

PUBLIC ACCEPTANCE
11. First choice throughout industry
12. Best-known name in bearings
13. Widespread advertising

it's TIMKEN for VALUE

TRADE MARK REG. U. S. PAT. OFF.

TAPERED ROLLER BEARINGS

NOT JUST A BALL ◯ NOT JUST A ROLLER ▭ THE TIMKEN TAPERED ROLLER ▭ BEARING TAKES RADIAL AND THRUST LOADS OR ANY COMBINATION

AUTOMOTIVE NEWS FAMILY ALBUM

BRANDENBURGER, HERMAN H., with Wagner Electric Corp. as mgr. Automotive Parts Div. since Dec. 1, 1945. Born in St. Louis, Mo., Aug. 29, 1898. One year college. Entered automobile business in 1925 at St. Louis with Wagner Electric Corp. in Service Div.

BREECH, ERNEST ROBERT, with Ford Motor Co. as exec. vice-pres. since July 1, 1946. Born in Lebanon, Mo., Feb. 24, 1897. Drury Coll. Walton Sch. of Comm.; C.P.A. degree, Univ. of Illinois. Entered automobile business in 1923 at Chicago with Yellow Cab Mfg. Co. as comptroller.

BRIGGS, C. E., with Packard Motor Car Co. as marketing mgr. since 1952. Born in Port Huron, Mich., Aug. 25, 1901. Detroit Inst. of Tech. B.Sc. degree. Entered automobile business in 1923 at Detroit with Paige-Detroit Motor Car Co. as clerk.

BRIGGS, WALTER O., JR., with Briggs Mfg. Co. as exec. vice-pres. 1946, and treas., 1942. Born Detroit, Jan. 20, 1912. Georgetown Un., B.S. degree. Entered automobile business in 1934 at Detroit with Briggs Mfg. Co. as shop employe.

BROWDER, GEORGE R., with Hudson as director of advertising & merchandising since 1949. Born Henderson, Ky., 1897. Entered automobile business in 1919 with General Motors sales department.

BREDIMUS, FRANK L., pres. and treas. Globe Hoist Co. Born Des Moines, Ia., May 9, 1907. Univ. of Iowa. Entered automobile business in 1937 with Globe Hoist Co., as assistant treasurer.

BRIDGE, FRANK V., with Buick Motor Div. as asst. gen. sales mgr. in charge of eastern region. Born in Plankington, S. D., Jan. 22, 1904. Univ. of S. D., S. D. School of Mines. Entered automobile business as a Buick retail salesman at Rapid City, S. D., in 1930.

BRIGGS, JOHN H., with The Gabriel Co. as pres. since 1941. Born in Cleveland, O., in 1906. Yale grad. Harvard grad. Entered automobile business in 1940 with Gabriel.

BROTHER, DORAN P., with D. P. Brother & Co. as pres. since 1934. Born in Missouri. Entered automobile business in 1918.

BROWN, BERNARD A., with Roche, Williams & Cleary, Inc., as Studebaker res. rep. since February, 1943. Born in Ann Arbor, Mich., 1909. High school. Entered automobile business in 1929 at South Bend with Studebaker as adv. clerk.

BROWN, BERNARD A., with Moraine Products Div. of G. M. Corp. as gen. mgr. since 1940. Born in Yellow Springs, O., in 1889. Antioch College. Entered automobile business in 1913 at Dayton, O., with Dayton Engineering Lab. as factory worker.

BROWN, CHARLES S., with Lincoln - Mercury Div. Ford Motor Co. as gen. pur. agent since 1951. Born in Detroit Jan. 7, 1901. Entered automobile business in 1919 at Highland Park in drafting dept.

BROWN, LEO M., with St. Paul Hydraulic Hoist Div. as sales mgr. since 1952. Born Mansfield, O., May 16, 1916. Ohio State. Entered automobile business in 1946 at Galion, Ohio, with Hercules Steel Prod. Co.

BROWN, NEILL S., with Lincoln-Mercury Div., Ford Motor Co., as prod. mgr. since June 16, 1952. Born in Williamson County, Tenn., Oct. 23, 1897. Entered automobile business on Nov. 22, 1920, at Houston, Tex., with Ford Motor Co. in body building shop.

BROWNYER, NELSON R., with Timken-Detroit Axle Co., as vice-pres. since 1945. Born in Bay City, Mich., July 10, 1900. Entered automobile business in 1917 at Detroit with Paige Motor Car Co. as draftsman.

BUDD, EDWARD G., JR., with Budd Co. as pres. since 1946. Born in Philadelphia March 23, 1902. Wesleyan College, B.S. degree. Entered automobile business in 1923 at Philadelphia with Budd Co. as apprentice.

BUGAS, JOHN S., with Ford Motor Co. as vice-pres., industrial relations since 1946. Born Rock Springs, Wyo., Apr. 26, 1908. Univ. of Wyo., LL.B. Entered automobile business with Ford Motor Co., 1944.

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AUTOMOTIVE NEWS FAMILY ALBUM

BULLARD, E. C., with The Bullard Co. Pres. and gen. mgr. Born in Bridgeport, Conn. Curtis Sch., Brookfield, Conn. Sheffield School of Yale, M. E. Entered automobile business in 1917 with The Bullard Co.

CAMP, T. L., gen. mgr. of Federal-Mogul Service Div. Born Atlanta, Ga., Apr. 22, 1905. Entered automotive field in 1925 with Automotive Gear Co. Joined Federal-Mogul in 1930.

CAMPBELL, L. J., with Firestone Steel Products Co. as pres. since 1952. Born Washington, D.C., Oct. 27, 1906, New York Univ., B.C.S. degree. With Firestone since 1942.

CARGILE, L. CLARE, former pres. Nat'l. Automobile Dealers Assn. Born Bentonville, Ark., 1894. Univ. of Arkansas, B.A. Kappa Sigma. Entered automobile business in 1923 at Texarkana, Ark., as dealer.

CARLSON, RAYMOND EARL, with Tung-Sol Lamp Works, Inc., as vice-pres. and dir. since 1938. Born Bear Lake, Mich., Nov. 8, 1890. Univ. of Mich., B. E. E. Chmn. Soc. Auto Engrs. lighting committee. Vice-Pres., dir., chairman Radio Television Mfrs. Assn. Tube Div.

BULLOCK, WILLIAM E., with A P Parts Corp. as exec. vice-pres. and gen. sales mgr. since 1932. Born in Missouri. High school. Entered automobile business in 1928 at Kansas City, Mo., with Splitdorf Electric as salesman.

CAMPBELL, C. ALFRED, with Marmon-Herrington Co., Inc., since 1937, as vice-pres. since 1942. Born in Bellefontaine, O., July 16, 1895. Sorbonne Univ., Paris; Ohio State Univ., A.B., B.C.E., 1920, C.E. 1951. Entered automobile business in 1920 at Indianapolis with Nordyke & Marmon Co. as asst. sales ext. mgr.

CANADAY, WARD M., Willys-Overland Motors, Inc. as pres. and chmn. of bd. Born New Castle, Ind., Dec. 12, 1885. Univ. of Colo., Harvard Univ., A.B. Entered automobile business in 1916 at Toledo, O., with Willys-Overland Motors, Inc., as adv. dir.

CARLSON, LESTER F., with Oldsmobile Div., GMC, exec. asst. to gen. mgr. Joined GM in 1942. Entered automobile business in 1936 at Portland, Ore., with D. P. Brother Co., Inc., as pub. dir.

CARLSON, STEN I., export manager, Nash Motors Div., Nash-Kelvinator Corp. since July, 1944. Born Iron Mountain, Mich. Univ. of Mich., 1911. Entered automobile business in 1911 with Packard.

BURKE, JOHN W., with Chevrolet Motor Div. as truck sales mgr. since 1944. Born in Watertown, Wis., in 1890. Sacred Heart Academy (comm.). Entered automobile business in 1920 at Milwaukee with Ford Motor Co. as dist. sales mgr., trucks.

BURKHOLDER, FRED O., pres. Ahlberg Bearing Co., since April, 1943. Born London, Ont., 1893. Educated Chicago. Entered automobile business with Ahlberg Bearing Co. in 1915 in sales dept.

BUSH, EARL J., with Diamond T Motor Car Co. as pres. and treas. since 1946. Born in Topeka, Kans., May 12, 1891. Washburn College, Northwestern Univ. Entered automobile business in 1919 at Chicago with Diamond T Motor Car Co. as asst. sales mgr.

BUTLER, ARTHUR C., Natl. Hwy. Users Conference, director since 1945. Born Newport, R. I., in 1904. Entered automotive field in 1930 in motor truck public relations, National Automobile Chamber of Commerce in New York.

BUTTS, H. R., with Electric Auto-Lite Co. since 1937. Sales mgr., Merchandising Div. since 1949. Born Dec. 5, 1896, North Dakota. Univ. of Minnesota. Entered automobile business in 1919 with Pa. Rubber Co. in Minneapolis, Minn.

BUZARD, R. M., with International Harvester Co. as asst. mgr. of sales, Motor Truck Div., since 1946. Born Ashland, O. Ashland college. Entered automobile business in 1922 at Ashland, O., with International Harvester Co.

CALLANAN, EDWARD A., with Brown Rubber Co., Inc., Lafayette, Ind., as pres. and gen. mgr. since 1940. Born in Springfield, Mass., June 3, 1889. Entered automobile business in 1914 at Toledo, O., with Willys-Overland Co. as pur. agt.

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with New Improved Diaphragm Type

CHECK THESE ADVANTAGES OVER OTHER TYPES OF VACUUM-OVER-HYDRAULIC POWER UNITS

Requires no lubrication — therefore performance characteristics do not change with extremely low or high temperatures.

Absolutely air tight at all times and in any position of its stroke.

Friction losses reduced to the minimum.

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Now **Being Delivered To Leading Truck Manufacturers For Factory Installation And Available Through Midland Distributors**

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PROVED . . . AND IMPROVED

MIDLAND Diaphragm Type Vacuum HY-Power has been proved superior in over seven year's use on hundreds of thousands of vehicles.

Now . . . the new, improved Midland Vacuum Hy-Power offers:

- **Improved performance**
- **Greater capacity**
- **Increased line pressure**
- **Approximately same over-all size**
- **Mounting brackets front and rear**
- **Lighter weight**

EVERY DAY more and more trucks and trailers are being equipped with Midland Power Brakes.

GO MIDLAND

AND STOP SAFELY!

AUTOMOTIVE NEWS FAMILY ALBUM

CARON, JOHN H., with Chrysler div. Chrysler Corp. as adv. mgr. since 1945. Born in Louisville, Ky., Feb. 20, 1895. Business sch. Entered automobile business in 1920 at Indianapolis with Homer McKee Co. as prod. mgr.

CARR, J. A., with Packard Motor Car Co. as gen. service mgr. since 1944. Born Davenport, Ia., July 9, 1899. Brown Business Col., Cedar Rapids, Ia. Connected with automotive industry for past 31 years.

CASS, ROBERT, with White Motor Co. as asst. to the pres. since 1951. With the firm since 1925. Born London, England, 1896. London Univ. Entered automobile business in 1925 with present company as engr. sec.

CHAPMAN, E. J., Pontiac asst. gen. sales mgr. since 1949. (In charge of East). Born Dec. 27, 1902, at Oakland, Calif. Entered automobile field as San Mateo (Calif.) dealership sales mgr. in 1929. Attended St. Mary's College in Oakland.

CHRISTENSON, LEROY W., with The Cleveland Graphite Bronze Co., div. of Clevite Corp. as vice-pres. of sales since 1924. Born Reno, Nev., Sept. 2, 1895. Entered automobile business in 1915 at Cleveland, O., with Grant Motor Car Co. as gen. mech.

CARPENTER, RALPH E., with Dana Corp. as pres. since 1948. Born in Clinton, N. Y., in 1882. Entered automobile business in 1918 at Cleveland with Aluminum Castings Co. as asst. to pres.

CASEY, JOHN E., with Lincoln Engineering Co. as Detroit factory rep. Born Nov. 1, 1890. Entered automobile business in 1907 with Reo.

CASTLES, DAVID E., pres. Castles, Wilson Buick Co., St. Louis. Past pres. and regional vice-pres. NADA. Born Kansas City, Mo. Entered automobile business in 1909 at Dallas, Tex., with Buick in parts department.

CHAYNE, CHAS. A., with General Motors as vice-pres. in chg. of engrg. staff. Born in Harrisburg, Pa., in 1898. B.S. from Mass. Inst. Tech. Theta Xi fraternity. Entered automobile business in 1926 at Williamsport, Pa., with Lycoming Mfg. Co. as exp. engr.

CHRISTOPHER, RAYMOND F., with Sun Electric Corp. as vice-pres. and dir. of Export Div. Born Primghar, Ia., in 1897. Buena Vista, bus. adm. Entered automobile business in 1921 at Omaha, Neb., with O. L. Rhoades Co., as sales representative.

Galion Model 700 hydraulic hoist with Model 12 heavy duty contractor's body—an ideal, rugged combination for loads of 6½ to 8½ tons.

When you add a Galion hydraulic hoist and dump body to your truck sale, you make your usual profit on the truck—and big EXTRA PROFITS on the hoist and body.

Your local Galion Distributor will be happy to help you and your customer select the right hoist and body for the job. In addition, he'll install the Galion units quickly and economically . . . then back you up with an unconditional guarantee plus "round-the-clock" parts and repair service.

Galion makes hoists and dump bodies to meet every need of every one of your customers. When you sell Galion, you never lose a sale because the customer's requirements are too big, or too small.

We suggest that you phone your Galion Distributor today. Ask him to help you make *more profit* on *every sale*.

A-6722

Model 1000—Heavy duty double lift arm hydraulic hoist easily handles 25 ton loads.

Model 12—Contractor's most popular heavy duty body with running boards and pyramid side braces.

Model CX-6—All purpose body with removable sides and corner posts.

Model 5—Scow type garbage body with smooth watertight welded seams—2 to 3 cubic yard capacity.

THE GALION ALLSTEEL BODY COMPANY • GALION, OHIO

CLARK, RENSSELAER W., with Hayes Mfg. Corp. as pres. since 1940. Born in Hudson Falls, N. Y., Aug. 18, 1885. U.S. Naval Acad. Entered automobile business with Hayes Mfg. Corp. as pres.

CLEARY, JAMES M., with Roche Williams & Cleary, as vice-pres. since 1933. Born Hubbell, Neb., 1887. Univ. of Illinois, A.B. degree; Northwestern Univ., LL.B.

CLEVELAND, REGINALD M., with New York Times since 1928 and now asst. to the nat'l. adv. mgr. Born New York City, Nov. 6, 1886. Yale Univ. Dir., Automobile Old Timers. Past Pres. Wings club. Pres. Greater New York Safety Council. Dir., National Safety Council.

COCHRANE, BERT G., with Casco Products Corp., Bridgeport 2, Conn. vice-pres. and dir. since 1930. Born in Chicago, Ill., 1887. Lane Tech. H.S. Entered automobile business in 1914 at Chicago, Ill., with Howe Lamp and Mfg. Co. as vice-pres. and gen. sales mgr.

COLBERT, L. L., pres. of Chrysler Corp. since Nov. 3, 1950. Born in Oakwood, Tex., June 13, 1905. Univ. of Tex., B.B.A.; Harvard Law School, LL.B. Entered automobile business in 1933 at Detroit with Chrysler Corp. as resident attorney.

COLE, EDWARD N., with Chevrolet Motor Div. of GM Corp. as chief engr. since May, 1952. Born Marne, Mich., Sept. 17, 1909. Graduate GM Institute. Entered automobile business in 1934 as laboratory asst. Cadillac engineering dept.

COLLINS, DON H., with Hastings Mfg. Co. and Casite Div. as dir. of adv. since 1946. Born in Hoopeston, Ill. Jan. 25, 1902. High school. Entered automobile business in 1920 at Indianapolis with Sidener-Van Riper Adv. as leg man for prod. (Eclipse Bendix Drive Perfect Circle) dept.

Again in 1953 – the tires selected
for the finest of new cars and new trucks!

U.S. ROYALS

UNITED STATES RUBBER COMPANY

AUTOMOTIVE NEWS FAMILY ALBUM

COLLYER, JOHN L., with B. F. Goodrich Co., Akron, O., as pres. since 1939, chairman since 1950. Born in Chelsea-on-Hudson, N. Y., Sept. 18, 1893. Cornell Univ., M.E. Entered automobile business in 1923 at Buffalo with Dunlop Tire & Rubber Co. as vice-pres.

CONLEY, RUSSELL E., with R. M. Hollingshead Corp., Camden, N. J., as adv. mgr. since 1943. Born Haddonfield, N. J., 1915. Univ. of Penn. Entered automobile business in 1939 with same organization. Current president, Automotive Advertisers Council.

COOPER, BERRY W., with General Motors Corp., gen. mgr. Delco Radio Div. Born Dec. 10, 1893, at Greenfield, Ind. Earlham college and Ph.B., Univ. of Chi. Joined GM Aug. 1919 as accountant for Delco-Remy Div., Anderson, Ind.

COPELAND, ROBERT F. G., with Lincoln-Mercury Div., Ford Motor Co., as adv. and pro. mgr. since 1948. Born in Indianapolis, Ind., Dec. 25, 1902. Entered automobile business in 1927 at Chicago with Chicago Herald-Examiner as automobile editor.

COSTELLO, JOSEPH A., with Ethyl Corp. as vice-pres. since 1949. Born Scranton, Pa., Dec. 27, 1900. Pennsylvania State Coll., B.S. Entered automobile business in 1928 with Ethyl Corp. as field rep.

CONDER, ROBERT W., with Chrysler Corp. as vice-pres. since 1952 and dir. of industrial rel. since Feb., 1951. Born Indianapolis, Ind., Aug. 25, 1903. DePauw Univ., B.A.; Univ. of Mich. law school. Entered automobile business in 1936 in legal dept. of Chrysler Corp.

COOGAN, EDWARD F., with Autocar Co. as pres. since 1949. Born W. Springfield, Mass., Aug. 11, 1888. Associated with automotive industry since 1905. Became connected with Autocar Co. in 1924 as mgr. of New Haven Factory Branch.

COPE, JAMES, with Chrysler Corp. as vice-pres. since 1952. Born in Genoa, Italy, in 1904. Entered automobile business in 1934 at Washington with Auto Mfrs. Assn.

CORTRIGHT, J. A., general sales mgr. of Clayton since 1946; with Clayton since 1935. Born Seattle, Wash., Nov. 19, 1893. High school. Entered automobile business in 1914 at Salt Lake City, Utah with Bertram Motor Supply Co. as stock clerk.

COTES, MERVIN F., with Motor Wheel Corp. as pres. and gen. mgr. since 1952. Born Peoria, Ill., Sept. 8, 1899. Univ. of Ill., B.S. degree. Joined Motor Wheel Corp. in Sept., 1932, as dir. of sales for the Duo-Therm Div.

COTTON, HAROLD M., with Acme Quality Paints, Inc., as mgr. industrial - automotive sales since 1943. Born Beach Park, O., May 21, 1898. Det. Central High, Det. Junior Coll. Entered automobile business in 1928 in Detroit with Acme Quality Paints, Inc., in sales dept.

THE THIBAUT MOTOR COMPANY SAVES $2,800 a year with their National System.

COUPER, THOMAS, with L. A. Young Spring & Wire Corp., Detroit, as vice-pres. in chge. of sales and adv. since 1926. Born Toronto, Can., Nov. 8, 1905. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as timekeeper.

COURAGE, WILLIAM L., with Hudson Motor Car Co. as dir. of distribution. Born Harbor Grace, Nfld., Jan. 14, 1902. Entered automobile business in 1922 at Detroit with Hudson Motor Car Co. as secy. to stores mgr.

"Our *National* Sales Audit Register

saved us $2,800 last year...

we are now ordering another!"

MR. C. J. BOURDIER, Office Manager, Thibaut Motor Company, Mississippi and Lessard Streets, Donaldsonville, La.

"We installed a National Sales Audit Register, over a year ago, and it saved us $2,800.00 for the year. This represents a substantial saving and one that has effectively proved to us the advantage of a National System.

"With the National Sales Register, our sales figures for each department are in the main office less than 5 minutes after the close of the day's business. Before we installed our National Sales Register, we lost both time and money with our old method of sorting slips and breaking them down on a spread sheet to get complete information on the day's sales. Now, up-to-date sales figures are constantly available for bookkeeping purposes. At the moment it is called for, we have on hand a complete distribution of sales, department by department.

"We are so satisfied with the money-making advantages of a National System—and the saving of $2,800.00 a year—we are ordering another machine for one of our other lines of business."

This is why Mr. Bourdier feels he has good reason to be satisfied with his National System. He is only one of thousands of automobile dealers who have found a National Register makes record keeping fast, accurate and up-to-date from day to day, gives accurate profit-making figures *when they are needed*, and gives better control over cash, inventory, credit and labor charges.

If you have any doubts about your present method, call your local National representative today. Let him make a detailed study of your problems and show you how much you can save in time and money. He will give you a complete report on how you can get information that will *make money* as well as protection that will *save money*.

National
CASH REGISTERS · ADDING MACHINES
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

COUTURE, ALLEN B., with Engin. Div. of Chrysler Corp. as exec. engr., experimental, since 1952. Born La-Salle, Mich., July 5, 1890. Entered automobile business in 1909 at Toledo, O., with Pope Toledo Co. as experimental engr.

CRAMER, RAYMOND H., with Hyatt Bearings Div. of General Motor Corp. at Harrison, N. J., as gen. mgr. since June, 1950. Born Dec. 28, 1889 in New Jersey. Entered automobile business in 1903 at Crocker - Wheeler Co., Ampere, N. J., as errand boy.

CRAWFORD, FREDERICK C., with Thompson Products, Inc., as chmn. of the board since Apr. 1, 1953. Born Watertown, Mass., 1891. Harvard Univ., A.B., M.C.E. degrees, P.B.K. fraternity. Entered automobile business in 1916 with Steel Products Co.

CRAWFORD, H. L., with Studebaker Corp. as mgr. special sales activities div. since 1944. Born in Terre Haute, Ind., in 1905. Rose Poly.; Univ. of Illinois. Entered automobile business in 192[illegible] at Detroit with Fisher Body prod. dept.

AUTOMOTIVE NEWS FAMILY ALBUM

CRAWFORD, HOWARD E., with Pontiac Div., GM Corp., as gen. sales mgr. since 1952. Born July 17, 1905, Atchison, Kans. Graduate Univ. of Kansas. Entered automobile business as acct. with Chevrolet in Kansas City in 1930.

CURTICE, HARLOW H., president, General Motors Corp. since Feb. 2, 1953. Born Eaton Rapids, Mich., Aug. 15, 1893. Ferris Inst. Entered automobile business in 1914 at Flint, Mich., with AC Spark Plug Div. as bookkeeper.

DAMMANN, WILL, original founder and pres. since 1917 of Bear Mfg. Co. Born in Scott County, Iowa, Feb. 25, 1880. Davenport Business Coll. Entered automobile business in 1912 in North Dakota as Ford dealer.

DAVIS, CHARLES S., with Borg-Warner Corp. as chmn. of bd. 1950. Born Terre Haute, Ind., 1877. Harvard Univ., A. B. degree Phi Kappa Psi fraternity. Entered automobile business in 1908 at Muncie, Ind., with Glascock Bros. Mfg. Co.

DAVIS, JOHNSON S., with Borg-Warner Corp. since 1932; pub. rel. dir. since 1943. Born in Muncie, Ind., 1908. Prep sch., Columbia. Entered automobile business in 1918 at Muncie, Ind., with Glascock Bros. Mfg. Co. as mascot for ball team.

CRITCHFIELD, ROBERT M., with Pontiac Motor Div., GM Corp., as gen. mgr. since July, 1952. Born Columbus, O., Nov. 9, 1894. O. State Univ., B. in E.E. degree. With GM Corp. since 1921.

DAISLEY, ROBERT H., with Eaton Mfg. Co. since 1922, vice-pres. and dir. of mfg. since 1947. Born in Brooklyn, N. Y. April 3, 1897. N. Y. Public schools. Entered automobile business in 1916 at Long Island City with General Vehicle Co. as metallurgist.

DARLING, A. C., with Borg-Warner Service Parts Co., Sub. Borg-Warner Corp., since 1929, as pres. and gen. mgr. since 1943. Born June 9, 1896, in Kewanee, Ill. Entered automobile business in 1914 as clerk with Borg & Beck Co.

DAVIS, JOHN R., vice-pres. and member of bd. of dir. Ford Motor Co. Born Oil City, Pa., Nov. 10, 1894. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1919 at Detroit with Ford Motor Co. as salesman.

DAVIS, PAUL R., with Studebaker Corp. as gen. sales mgr. since Jan. 1, 1945. Born in Huntsville, Ala., Jan. 30, 1903. Georgia Tech, B.S. Elec. Eng. Entered automobile business in 1924 at South Bend with Studebaker Corp. as sales trainee.

CRONIN, JOHN J., with General Motors Corp., vice-pres. mfg. staff. Born Feb. 10, 1895, in Detroit. A.B. degree, 1915, Univ. of Detroit. Joined Fisher Body Div. of General Motors Corp. June 1, 1918.

CRONIN WILLIAM J., with Automobile Mfrs. Assn. as mng. dir. since 1948. Born Andover, Mass., Dec. 28, 1892. Boston Univ., LL.B.; N. Y. Univ., M.B.A. Entered automobile business in 1933 at Detroit with Automobile Mfrs. Assn. as mgr., manufacturing dept.

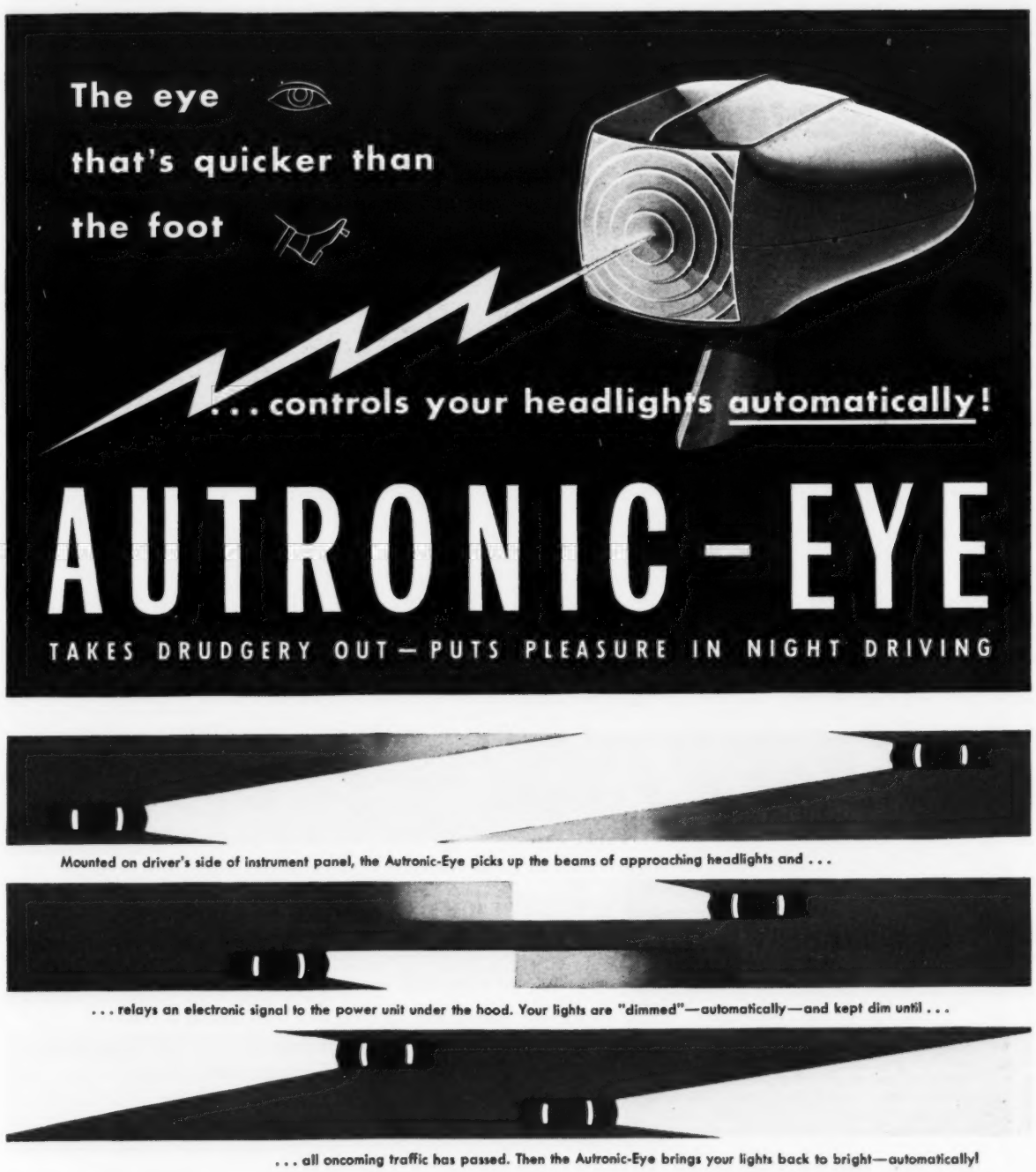
CROSS, FREDERICK R., with Stewart - Warner Corp., Chicago, as dir. of adv. since 1933. Born Houghton, Mich., Feb. 20, 1895. Kenyon College, Ph.B. Entered automobile business in 1924 at Chicago with Alemite Corp. as asst. to adv. mgr.

CROWDER, CHARLES R., with Van Norman Co. as exec. vice-pres. since June, 1952. Born in Blackstone, Va., Mar. 1, 1907. High school. Entered automobile business in 1926 at Washington with Parkway Motor Co. as salesman.

CROWLEY, A. H., with Lincoln - Mercury Div., Ford Motor Co., as mgr., product prom. and distribution since 1952. Entered automobile business in 1923 in Boston on sales staff.

CRUSOE, LEWIS D., with Ford Motor Co. as vice-pres. and gen. mgr., Ford Div., since 1949. Born in Mora, Minn., Feb. 25, 1895. Univ., of Wisconsin, Univ. of Detroit, M.C.E. Entered automobile business in 1913 at Detroit with Fisher Body Co. as shop clerk.

CURTAN, CORNELIUS R., with Chrysler Div., Chrysler Corp. as sales mgr. since Feb., 1953. Born Denver, Colo., Nov. 14, 1915. Univ. of Texas. Joined Chrysler Corp. in Jan., 1946, as district mgr. of Omaha of Chrysler Div.



You'll never know what *pleasure* night driving can be until you've tried this wonderful new automatic headlight control! Guide's Autronic-Eye takes your foot off the floor switch . . . takes your mind off the job of adjusting your lights and lets you relax and enjoy the trip. Proved by more than 100,000 automobile owners during the past year, this amazing electronic device means more safety and courtesy, more comfort and convenience, on the highway after dark. For complete information, write to Guide Lamp Division of General Motors, Anderson, Indiana.

Guide
FOR SAFER DRIVING

GUIDE LAMP DIVISION OF GENERAL MOTORS, ANDERSON, INDIANA

AUTOMOTIVE NEWS FAMILY ALBUM

DAWSON, HILARION D., with General Motors Corp., gen. mgr. Delco-Remy Div., Anderson, Ind. Born at Salem, N. Y., Aug. 17, 1897. Graduated Norwich Univ. 1919. Joined Delco-Remy in 1925.

DeHART, HENRY T., with GMC Truck and Coach Div., General Motors Corp. as adv. mgr. since 1929. Born in Lafayette, Ind., 1894. Purdue Univ., B.S. Entered automobile business in 1921 in Lansing, Mich., with Reo Motor Car Co. as asst. adv. mgr.

DELANEY, GEORGE A., Chief engr. of Pontiac since 1946. Entered autofield with Paige Detroit Motor Car Co., 1920, as product engr. Graduated with Engineering BS from Univ. of Missouri (Columbia). Born in Centerview, Mo., Feb. 11, 1895.

DeLIND, JOHN W., JR., with Borg-Warner Int. Corp. as pres. and gen. mgr. Born Napoleon, O., Oct. 13, 1895. Michigan State Coll. Detroit Inst. of Tech. Entered automobile business in 1914 at Chicago with Splitdorf Electric Co.

DEN UYL, SIMON D., with Bohn Aluminum & Brass Corp. as pres. since Feb. 28, 1949. Born Holland, Mich., Apr. 21, 1896. Hope Coll. Entered automobile business in 1919 at Detroit with Charles B. Bohn Foundry Co as bookkeeper.

DAY, GEORGE H., II., with Lumite Div., Chicopee Mills, Inc., as vice-pres. and gen. sales mgr. since Mar., 1949. Born New York City May 12, 1908. Pomfret school, Yale Univ. Entered automobile business in 1944 at New York City with Chicopee Mfg. Corp. as sales mgr.

DEIBLER, ROBERT H., Pacific Coast advertising representative of Automotive News since 1940. Born in Conneaut, O., in 1894. Western Reserve Univ., A.B. Entered automobile business in 1919 at Cleveland, O., with Oldfield Tire & Rubber Co. as sales prom. mgr.

DELAUNEY, ALLEN M., with Pacific Finance Corp. as exec. vice-pres. and dir. since 1942. Born Baltimore May 5, 1891. Entered automobile finance business in 1924 at Baltimore with Manufacturers Finance as clerk.

DeMOTT, R. H., with SKF Industries, Inc., as pres. since Nov. 1, 1950. Born Tenafly, N.J. Stevens Inst. of M. E. Entered automobile business May 2, 1915, at New York City with SKF Industries as sales engr.

DEREMER, FLOYD E., with Oldberg Mfg. Co. as vice-pres., engrg., since 1935. Born in Pa. Nov. 2, 1899. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as lab. technician.

DERVIN, JAMES J., with Reo Motors, Inc., as vice-pres. since 1942. Born New York City Apr. 12, 1899. High school. Entered automobile business at New York with General Vehicle Co.

DESMOND, LEO F., with Dodge Div., Chrysler Corp., as gen sales mgr. since Mar. 16, 1953. Born New Brunswick, Canada, May 22, 1898. Gonzaga Univ. Entered automobile business in 1921 as retail salesman.

DETWEILER, D. E., of United States Rubber Co., as advertising and sales promotion mgr., Fisk-Gillette Tire Div. since 1950. Born Plainfield, N. J. on July 3, 1904. N. Y. Univ. and Columbia. Entered automobile business in 1936 at New York with Tire Div., U. S. Rubber Co., as sales prom. rep.

DeVILBISS, HOWARD P., with DeVilbiss Co. as pres. since 1944. Born Toledo, O., May 18, 1908. Univ. of Michigan. Entered automobile business in 1928 at Toledo with DeVilbiss Co. as prod. worker.

DeVLIEG, RAY A., with Nash-Kelvinator Corp. as vice-pres. in charge of mfg. since 1943, with company since 1936. Born Grand Rapids, Mich. Detroit Tech. H. S. Entered automobile business in 1910 at Detroit with Cadillac Motor Car Co. as designer.

DEVOR, JENNER H., with Wagner Electric Corp. as pres. since 1950. Born Fort Loudon, Pa., May 20, 1891. Mercersburg Acad., Penn State, E.E. Entered automobile business in 1912 at St. Louis with Wagner Electric Corp. as apprentice.

DEWITT, MORTIMER C., with Champion Spark Plug Co. as vice-pres. since 1921. Born San Francisco. Entered automobile business in 1904 at San Francisco with Jeffery-DeWitt Co.

Plus VALUE FEATURES

- T-shaped oil-impregnated bronze ball separator maintains perfect concentricity—eliminates eccentric thrust, excessive wear—assures the plus smoothness, quietness and endurance of bronze-to-steel contact.
- Large, factory-packed grease reservoir assures lifetime lubrication—no need for costly grease fittings or oil lines.
- Special construction locks shell to free race, forming leak-proof joint. Lubricant can't escape to clutch facings, never needs replenishment.
- Case hardened races for wear-resistant working surface and tough, elastic, shock-absorbing core.

Standard and Special Ball Thrust Bearings • Angular Contact Ball Bearings • Special Roller Bearings • Ball Retainers • Hardened and Ground Washers • Sleeves • Bushings • Miscellaneous Precision Parts.

In 1953, as in the past 19 years more of the nation's mobile vehicles will be equipped with the Aetna T-Type clutch release bearing than with any other type. Its unrivaled service life has always made it the most economical in the long run. Once installed it is trouble-free, attention-free for vehicle life. Thanks to its design and lubricant capacity there's no need of costly machining operations for oil lines or grease fittings—no need for further maintenance whatsoever. Think what that saves in man and machine hours on the assembly line, in saving up-keep costs for the vehicle owner.

It's a trusty sign of dependability and economical performance in any vehicle—the famous Aetna T-Type bearing. Investigate. Find out the many other sound reasons it deserves a place in your specifications.

AETNA BALL AND ROLLER BEARING COMPANY
4600 Schubert Avenue • Chicago 39, Illinois

In Detroit — Sam T. Keller, 2457 Woodward Ave.

AUTOMOTIVE NEWS FAMILY ALBUM

DIETZ, ARTHUR O., Pres. of C.I.T. Financial Corp. parent Co. of Universal C.I.T. Credit Corp. Joined C.I.T. in 1919. Born St. Paul, Minn., 1893. Entered automobile finance business in 1916 at New York, N. Y., with Continental Guaranty Co. as salesman.

DOYLE, JAMES S., with Johns-Manville Corp. since 1928, as mgr. of replacement friction materials since 1948. Born Chicago, Ill. Dartmouth and Columbia Univ.

DUKE, JOSEPH C., with Minnesota Mining & Mfg. Co. as vice-pres., Coated Abrasives Div., since 1948. Born in Carlisle, Pa., Nov. 20, 1897. Dubuque Univ., B. A. degree. Started in 1921 with 3M.

DUPY, VERNON A., with United Motors Service Div., GM Corp., as gen. merch. mgr. since 1945. Born Taylorville, Ill., Oct. 16, 1898. Int. Accountants Soc. Entered automobile business in 1919 at Detroit with United Motors Service as stock record clerk.

DYKSTRA, JOHN, with Ford Motor Co. as vice-pres. Aircraft Engine, Tractor and Machined Products Group since 1947. Born in Netherlands April 16, 1898. Business institutes. Entered automobile business in 1914 at Detroit with Briscoe as apprentice.

DINSMORE, RAY P., with Goodyear Tire & Rubber Co. as vice-pres. since 1943. Born Tewsbury, Mass., April 24, 1893. M.I.T., B.S. chem. engr. Entered automobile business in 1914 at Akron with Goodyear Tire & Rubber Co. as technical staff member.

DUFFY, IRVING A., vice-pres., purchasing, Ford Motor Co. Born Chicago in 1904. Graduate West Point; member N. Y. State Bar; served with Ordnance Dept. during World War II. Joined Ford Feb., 1949.

DUNCAN, A. E. with Commercial Credit Co. as chmn. of bd. Born near Louisville, Ky., 1878. Entered automobile business in 1916 when Commercial Credit Co. entered the automobile finance business.

DURBAN, C. J., with U. S. Rubber Co. as asst. adv. dir. and sales prom. mgr., tire div. Born Philadelphia, 1893. Educated at Germantown Acad. Entered automobile business in 1927 at Garrettsville, O., with Polson Rubber Co. as sales and adv. mgr.

EARL, HARLEY J., with General Motors Corp. since 1927, as styling vice-pres. since 1940. Born in Los Angeles, Calif., Nov. 22, 1893. Stanford Univ., B. S. Entered automobile business in 1919 at Los Angeles with Carl Carriage Works as mgr.

DIXON, JOHN W., with Clevite Corp. as exec. vice-pres. since 1943. Born Flushing, N. Y., July 9, 1906. Phillips Acad.; Yale Univ., Ph.B. degree. Entered automobile business in 1943 at Cleveland with Cleveland Graphite Bronze Co. as comptroller.

DOERFNER, WILLIAM H., with Saginaw Steering Gear Div., GM, as general manager since 1941. Born Saginaw, Mich. 1899. One year college. Entered automobile business in 1918 at Saginaw with Saginaw Malleable Iron, Div. GM, as timekeeper.

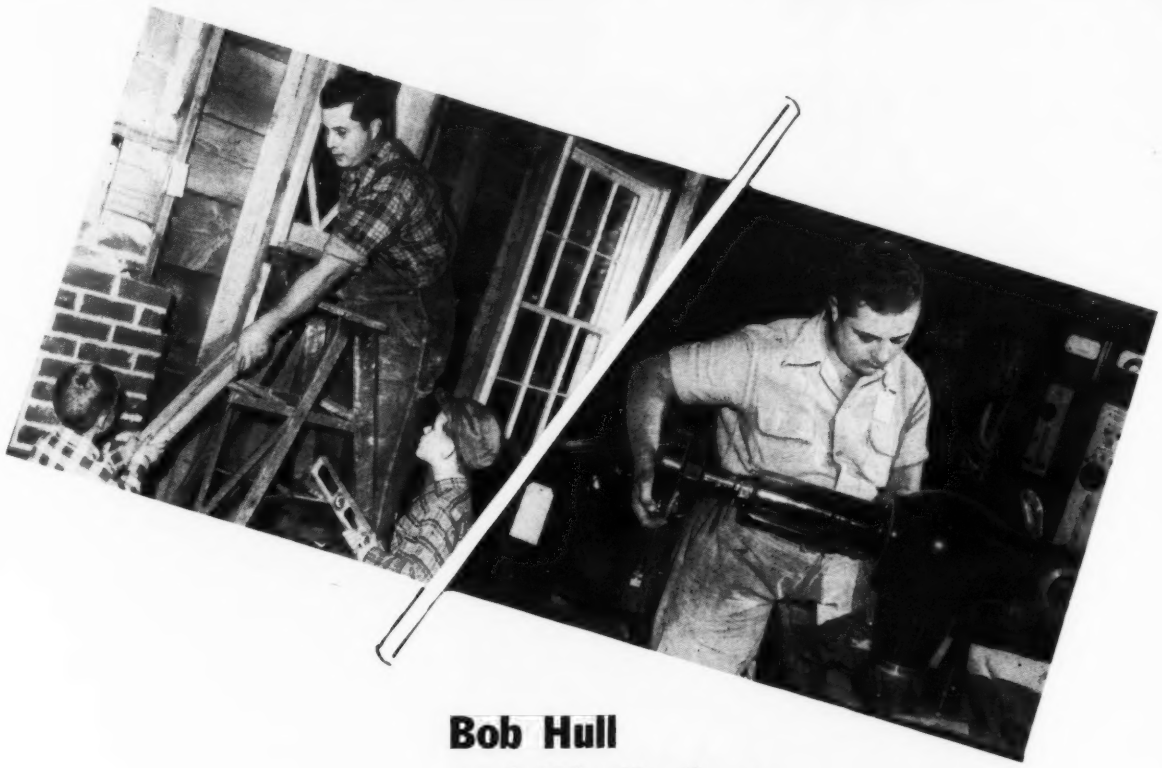
DOMAN, CARL T., with Ford Motor Co. as mgr. service dept., Ford Div., since 1950. Born Elbridge, N. Y., on Feb. 24, 1900. Univ. of Mich. B.S. in E.E., A.E.E. Entered automobile business in 1922 at Syracuse, N. Y. with H. H. Franklin Mfg. Co., as electrical engr.

DONALDSON, BEN R., director of adv. and sales promotion, Ford Motor Co., since 1945. Born Grand Rapids, Mich., July 18, 1893. Western Michigan College. Joined Ford March 3, 1919. Later became export adv. mgr.

DOSS, H. C., with Nash-Kelvinator Corp. as vice-pres. chge. of sales Nash Motors Div. since 1944. Duke Univ., Academic Law, A.T.O. frat. Entered automobile business in 1911 at Oklahoma City with Ford Co.

DOUGLAS, EARL M., with Studebaker Corp., Pacific Div. as gen. mgr. since 1947. Born Kokomo, Ind., July 13, 1900. Entered automobile business in 1919 at Kokomo, Ind., with Haynes as inspector.

DOWNEY, TIMOTHY "TOM" C., works mgr. for Oldsmobile Div. since 1946. Joined General Motors with Hyatt Roller Bearing Co. in 1916. Born at Dollar Bay, Mich., Sept. 21, 1892.



Bob Hull and Westinghouse Build a Bigger, Richer Baltimore

Westinghouse, ever-growing industrial giant, is expanding again in big, booming Baltimore. For years, its Electronics and X-Ray Divisions have supported a large payroll of 4,000 skilled workers. With the Air-Arm Plant now nearing completion, the buying power of the Nation's sixth largest city (and twelfth most important market) will increase by 2,500 substantial weekly paychecks from Westinghouse.

Bob Hull, although only 32, is a 13-year Westinghouse man. He's helping to make Baltimore bigger and richer. Bob's present job is in X-Ray Assembly, where his skill and resourcefulness help to increase the output of this highly essential plant. Like so many of his fellow workers at Westinghouse, Bob wants the good things in life for his family. He spends wisely . . . and he spends **in Baltimore!** Right now he's building his own home and will be buying big for years to come.

Do you want to sell Bob Hull and the tens of thousands of other well-paid industrial workers of Baltimore? If so, sell through the advertising pages of the News-Post and American . . . the newspapers with the largest evening and Sunday circulation. The News-Post and American reach more-than-half of Baltimore's families. They give your products the biggest audience in bigger, richer Baltimore.

Baltimore News-Post and American

Represented Nationally by Hearst Advertising Service

AUTOMOTIVE NEWS FAMILY ALBUM

EDELLSTEIN, GEORGE J., Willys - Overland Motors, Inc., dir. of purchasing. Born in Washington, Pa., in February, 1904. Cass Technical High School, Detroit. Entered automobile business with Willys - Overland in 1923.

ELLIOTT, KENNETH B., with Studebaker Corp. as exec. vice-pres. since 1951. Born Lebanon, Mo., Jan. 22, 1896. Drury College, A. B. degree. Entered automobile business in 1928 at South Bend with Studebaker Corp. as asst. treas.

ERICKSEN, WILLIAM N., with Helms Industrial Development Co. as sales mgr. since 1946. Born Grand Rapids, Mich., June 9, 1919. Entered automobile business in 1945 at Grand Rapids with Helms Industrial Development Co. as salesman.

EVANS, EDWARD S., JR., with Evans Products Co. as pres. since 1945. Born Richmond, Va., March 9, 1906. Lausanne Univ., Univ. of Michigan. Entered automobile business in 1928 at Detroit with Evans Appliance Co. as vice-pres.

FAIRHURST, WILLIAM, with Spicer Mfg. Div. of Dana Corp. as vice-pres. and sales mgr. since 1925. Born in Paterson, N. J., in 1891. Yale Univ., Ph.B. degree. Entered automobile business in 1914 at Detroit with Packard as apprentice.

ELDREDGE, GORDON C., with Ford Motor Co. since 1947. Now mgr. Adv. Dept., Ford Div. Born in Adrian, Mich. Univ. of Mich., B. A. degree.

ELY, NEIL D., with L. A. Young Spring & Wire Corp. as pres. & gen. mgr. since June, 1949. Born Detroit, Mich., Aug. 20, 1904. High School. Entered automobile business in 1922 at Detroit with Trippensee Closed Body Corp. as payroll clerk.

ERICKSON, E. A., with Lincoln-Mercury Div. of Ford Motor Co., as parts and accessories mgr. since May 13, 1947. Born in Staples, Minn., Aug. 4, 1901. Entered automobile business in 1920 at Minneapolis, Minn., with Chevrolet Motor Co.

EVANS, RONALD K., General Motors Corp. Exec. Vice-Pres. & Dir. since 1950. Born in Big Rapids, Mich., Aug. 17, 1889. Michigan State College. Entered automobile business 1920 at Anderson, Ind., with Remy Electric Co.

FALVEY, JAMES P., with Electric Auto-Lite as vice-pres. since 1943. Born in Detroit in 1904. Univ. of Detroit, LL.B. degree. Entered automobile business in 1934 at La Cross, Wis., with Moto Meter Co. as patent atty.

FARR, WARREN H., pres. and gen. mgr. Ainsworth Mfg. Corp. Born Flint, Mich., June 25, 1889. Entered automotive industry in 1903 with Buick.

FAY, BYRON A., with Electric Auto-Lite Co. as vice-pres. since 1939 and vice-chmn. of the board since 1951. Born Columbus, O., Nov. 24, 1882. Ohio State Univ. Entered automobile business in 1904 at Columbus with Columbus Buggy Co. as plant engr.

FENNELL, ROBERT, with Rootes Motors, Inc., as pres. since Jan., 1948. Born near Ottawa, Ont., Can., March 12, 1891. Univ. of Toronto, Osgoode Hall, Queen's Counsel. Entered automobile business in 1948 as pres. of Rootes Motors and Rootes Motors (Canada) Limited.

FENNER, JAMES B., with Electric Auto-Lite Co. and subsidiaries since 1927. Vice-pres. and comptroller 1951. Born New Jersey, Jan. 2, 1897, grad. Pace & Pace Inst. Entered automobile business 1927 with Prest-O-Lite Battery Co., Indianapolis.

FERGUSON, MALCOLM P., with Bendix Aviation Corp. as pres. since 1946. Born Elmira, N. Y., June 20, 1896. Syracuse Univ., M.E. Entered automobile business in 1918 at Elmira, N. Y., with Eclipse Machine Co. as service engr.

FERRY, HUGH J., with Packard Motor Car Co., board chmn. since May, 1952. Born in Grand Rapids, Mich., Dec. 14, 1884. Detroit Tech. Inst. Entered automobile business in 1910 in Detroit with Packard Motor Car Co. as cost acct.

FINLAY, ROBERT M., with Automotive News as managing editor since 1944. Born Detroit 1913. Wayne Univ. Entered automobile business in 1943 at Automotive News as associate editor.

A TRUE SUCCESS STORY

THE KID WHO DID THE IRONING

Baby sitter to sheep and friend of the housewife

. . . a strange combination, perhaps. But it helped make Harry a successful Chrysler-Plymouth Dealer

Reading time: 1 minute, 44 seconds

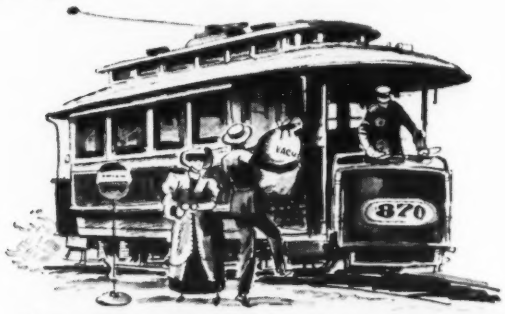
HARRY is many things to many people. To housewives in North Carolina, he's the tall boy who did the week's ironing. To women in the row houses of Philadelphia, he's the nice kid who demonstrated those newfangled vacuum cleaners. To sheep men in Wyoming, he's the lonely boy from back East.

And to folks in the southern city where he lives and operates a successful Chrysler-Plymouth dealership, he's a leading business, political, and sports figure.

This multi-faceted personality rests on broad shoulders. At 62, Harry stands an erect 6 feet 4 inches, topped off with a handsome shock of white hair. His manner is direct, his voice commanding. He cuts an imposing figure.

Scion of a well-to-do Philadelphia family, Harry barely reached 16 when the family fortune hit bottom. With a friend, he headed west, settling among Wyoming's wide-open spaces and multitudinous sheep. He chaperoned these balky animals for a year, riding fence and longing for home.

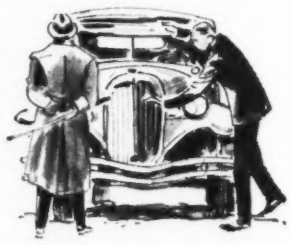
Returning home, Harry found his niche—selling. He rode streetcars with his product—a bulky, 75-pound vacuum cleaner—calmly ignoring the hostile glances of fellow passengers.



"Selling door-to-door was great training," he reported. "You learn techniques, quick appraisals of prospects, and the soundness of the old truth, 'if you demonstrate your product to enough people, you'll make sales.'"

When he switched to selling electric irons, Harry knocked on doors, offering to do the housewives' ironing. His pressing talent combined with his engaging personality sold lots of irons. So many, in fact, he was transferred to selling electric motors to West Virginia mine owners. Harry again prospered and developed a sales philosophy which guides his Chrysler business today:

"The first thing you have to sell is yourself. If people don't like you, it's doubly hard to convince them that yours is the right product. I didn't know much about electric motors. But mine owners knew a good firm backed the motors and they were willing to give me a chance. It was as simple as that."



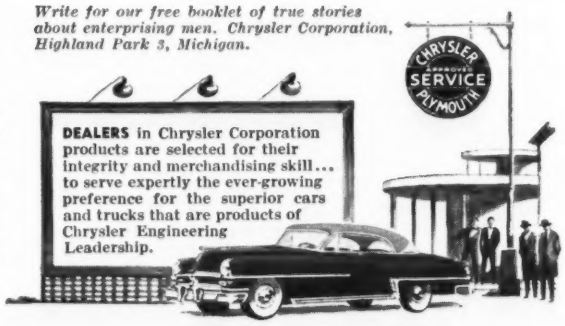
After World War I, Harry turned his attention to the automobile industry. He settled down in his present site with an automobile dealership. In 1926, he switched to Chrysler—"because it is a product with public acceptance, made by a reputable manufacturer."

In the following years, Harry did his greatest selling job. His product: himself. Today his organization employs 160 people.

Harry has served as president of the Chamber of Commerce and head of many civic undertakings. He is an enthusiastic golfer and is regarded by his neighbors as a sports authority. He has one other talent.

"I still," he reported, "iron a mean shirt."

Write for our free booklet of true stories about enterprising men. Chrysler Corporation, Highland Park 3, Michigan.



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the exclusive finishing treatment for fine cars that restores,

beautifies and preserves the finish created by factory engineers.

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AUTOMOTIVE NEWS FAMILY ALBUM

FIRESTONE, HARVEY S., JR., with Firestone Tire & Rubber Co. as chmn. and chief exec. since 1948. Born in Chicago, Ill., April 20, 1898. Princeton Univ., B. A. degree. Entered rubber business in 1920 at Akron, O., with Firestone Tire & Rubber Co.

FISCHER, LAWRENCE W., with Timken-Detroit Axle Co. as vice-pres., since 1921. Born Yonkers, N. Y., Dec. 9, 1895. Entered automobile business in 1919 at Detroit with Continental Motors as draftsman.

FLECK, A. H., with Studebaker Corp. Export Div. as gen. sales mgr. since 1940. Born in Huntington, Ind., July 19, 1900. High School. Entered automobile business in 1921 at South Bend, Ind., with Studebaker as mechanic.

FLEMING, NEIL A., with Ditzler Color Div., Pittsburgh Plate Glass Co. as sales mgr., distr. sales div., since 1920. Born in Winslow, Ariz., Dec. 1, 1891. Entered automobile business in 1909 at Flint, Mich., with Buick as mach. parts inspector.

FORD, BENSON, with Lincoln - Mercury Div., Ford Motor Co., as vice-pres. of Ford Motor Co. and dir. of Lincoln - Mercury Div. since Jan. 30, 1948. Born Detroit, July 20, 1919. Princeton Univ. Entered automobile business in 1940 with Ford Eng. Lab., Dearborn, as student.

FIRESTONE, ROGER S., with Firestone Plastics Co. as pres. (dir. Firestone Tire & Rubber Co.) since 1947. Born Akron, O., June 25, 1912. Princeton, A. B. degree.

FISH, WILLIS E., with Chevrolet Motor Div., G M Corp., for 21 years, as gen. sales mgr. since 1949. Born in Pittsburgh, Pa., Oct. 17, 1897. Entered automobile business in 1917 at Pittsburgh, Pa., with Packard Motor Co. as salesman.

FLEMING, A. M., with Chrysler Div., Chrysler Corp., since 1948 as vice-pres. in charge of mfg., also pres. Pekin Wood Products Co., of West Helena, Ark. Born Milton, Ont., June 10, 1895. Entered automobile business in 1920 at Detroit. Joined Chrysler in 1924.

FLOOD, THOMAS W., with Electric Auto-Lite Co. as vice-pres., original equipment sales. Born New York. Entered automobile business in 1919 with Motometer Co.

FORD, HENRY, II, with Ford Motor Co. as pres. since Sept. 21, 1945. Born in Detroit, Mich., Sept. 4, 1917. Hotchkiss, Yale. Entered automobile business on Oct. 1, 1940, at Dearborn, Mich., with Ford Motor Co. as grease monkey.

FORD, RUSSELL G., with Chevrolet Div. of General Motors Corp., Mgr. of assembly plants. Entered automobile business in 1922 at Detroit with Chevrolet in standards dept.

FORD, WILLIAM C., with Ford Motor Co., as mgr. special product operations since 1952 and dir. since June 4, 1948. Born in Detroit, Mich., March 14, 1925. Hotchkiss, Yale. Entered automobile business in 1941 at Dearborn, Mich., with Ford Motor Co., in chemical laboratory.

FOX, ALEX P., with Lincoln Engrg. Co. as pres. since 1941. Born St. Louis, Mo., March 17, 1893. Washington U. Entered automobile business in 1913 at St. Louis with Lincoln Engrg. Co. as draftsman.

FRAZER, JOSEPH W., with Kaiser-Frazer Corp., Willow Run, as vice-chmn. of board since 1949. Born Nashville, Tenn., March 4, 1892. Sheffield Scientific Sci., Yale Univ. Entered automobile business in 1912 at Detroit with Packard Motor Car Co. as mechanic.

FREDERICK, D. S., with Rohm & Haas Co. Chemicals & Plastics Div. as vice-pres. in chge. of sales since 1943. Born Hamilton, O., Nov. 13, 1910. Univ. of Ill., Miami Univ., Univ. of Munich. Phi Eta Sigma, Phi Beta Kappa, Phi Kappa Phi, etc. Entered automobile business in 1936 with Rohm & Haas Co. as sales mgr. plastics div.

FRENCH, CHARLES J., with Chevrolet Motor Div. since Jan., 1950, as nat. pub. relations dir. Born New Castle, Pa., Jan. 4, 1896. High School. Entered automobile business in 1936 at Detroit with Chevrolet Motor Div. on special assignments.

FRIES, VOLLMER W., with White Motor Co. as vice-pres. in chge. prod. since 1943. Born Pleasant Valley, N. Y., July 17, 1902. Rensselaer Poly. Inst., E.E. degree. Entered automobile business in 1924 at Cleveland with White Motor Co. as tech. apprentice.

THE STARS SHINE BRIGHT WITH **GERITY** CHROME

Many of America's best-dressed cars wear Gerity brightwork. The automotive industry knows Gerity-Michigan for consistently high quality and completely dependable delivery. In less than 20 years Gerity has become the world's largest independent exclusive plater.

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AUTOMOTIVE NEWS FAMILY ALBUM

FRITZ, HOWARD E., with The B. F. Goodrich Co. as vice-pres., research, since 1946. Born New Portage, O. (now Barberton), Dec. 28, 1888. Ohio State U., B. in CE., M. in CE., Prof. in CE., Ph.D. in CE. Entered automobile business in 1925 at Akron with The B. F. Goodrich Co. as salesman to chemical industries.

GARRETT, PAUL, with G. M. Corp. as vice-pres. since 1940, dir. pub. rel. since 1931. Born in Lincoln, Kan., 1891. Whitman College, B.S.; Columbia Univ., A.M. Phi Beta Kappa, Phi Delta Theta. Entered automobile business in 1931 with G. M. as dir. pub. rel.

GAUGHEN, FRANK X., with Capper Publications, Inc., as western mgr. since 1922. Born Pittsburgh, March 4, 1891. Entered automobile business in 1919 at Toledo with Willys Corp. - Electric Auto-Lite Div., as adv. mgr.

GEORGI, CARL, JR., with D. P. Brother & Co., Inc., as vice-pres. and dir. media since 1934. Born Detroit, Univ. Detroit. Entered automobile business in 1919 at Detroit with Maxwell Motor Car Co. in adv. dept.

GETLER, CHARLES, with Houdaille-Hershey Corp. as pres. since 1937. Born in Buffalo, N. Y., July 5, 1882. High school. Entered automobile business in 1914 at Cleveland, O., with Perfection Spring Co. as cost supervisor.

FROST, O. FRANKLIN, with Packard Motor Car Co. as asst. gen. sales mgr. since 1952. Born Allegan, Mich., Apr. 26, 1912. Western State Coll., Kalamazoo, Mich. Entered automobile business in 1941 at Lansing with GM as accountant.

GASKIN, DENIS C., with Studebaker Corp. of Canada as pres. since Jan. 5, 1953. Born Montreal, Que., Feb. 5, 1898. High school. Entered automobile business in 1920 at Montreal with Ledoux-Jennings Ltd. (Reo), as clerk.

GAUNITZ, WILLIAM F., with Associates Investment Co. as pres. since March 10, 1949. Born in Lansing, Ia., on Dec. 4, 1904. Univ. of Iowa, B.S. in Commerce. Entered automobile business in 1935 at South Bend, Ind., with Associates Investment Co.

GERARD, JACK H., with Automotive News as special circulation representative since 1925. Born Cleveland, O., 1887. Entered automobile business in 1902 at Cleveland, O., with Ralph & Ray Owens, Oldsmobile, as parts stockroom and grease boy.

GEYER, BERTRAM B., with Geyer Adv., Inc., as pres. and chmn. of bd. since 1912. Born Dayton O., March 16, 1891. Steel H. S.

FRUEHAUF, HARRY R., with Fruehauf Trailer Co. as vice-pres. since 1928. Born and educated in Michigan; Entered trailer business with present company in 1914.

FRUEHAUF, HARVEY C., with Fruehauf Trailer Co. as chmn. of board since 1949. Born and educated in Michigan. Entered automobile business in 1906, becoming vice - pres. and gen. mgr. of Fruehauf Trailer Co. in 1915 and pres. in 1929.

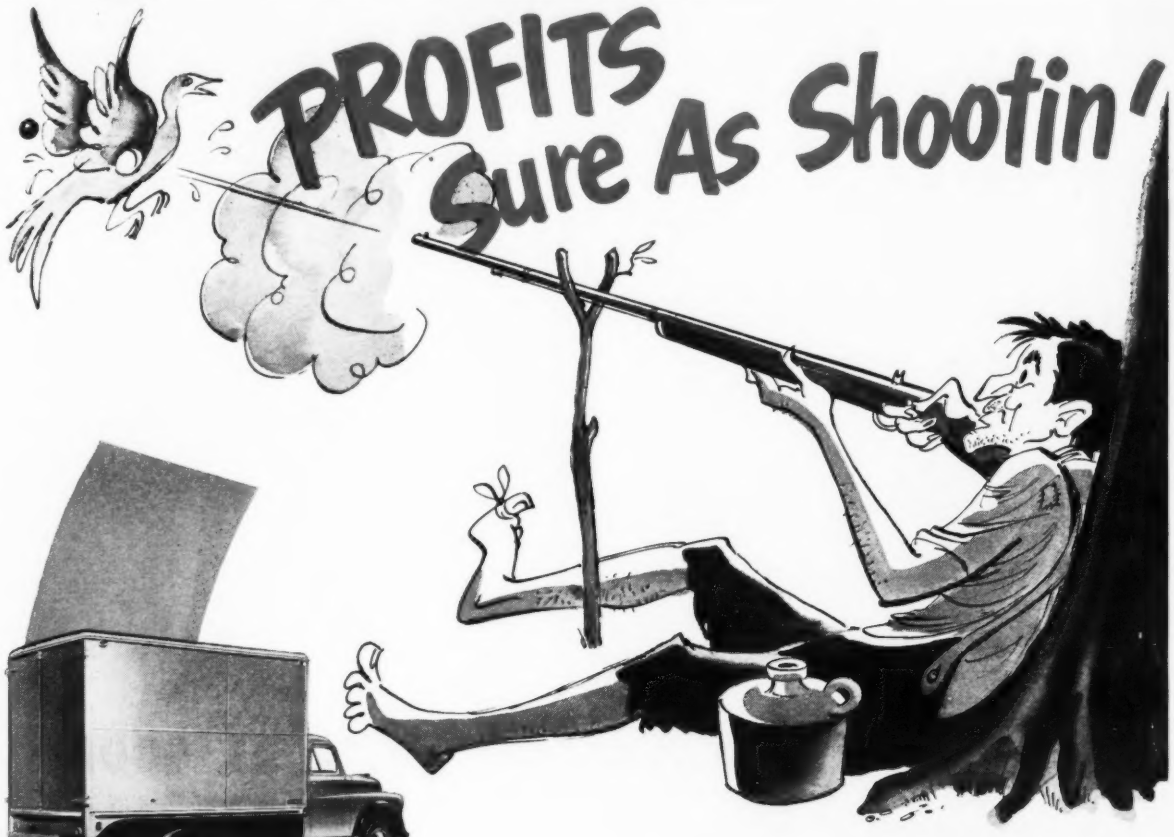
FRUEHAUF, ROY, with Fruehauf Trailer Co. as pres. since 1949. Born Detroit, Mich., Oct. 1, 1908. Principia. Entered automobile business in 1928 at Detroit with Fruehauf Trailer Co. as factory worker.

FRYER, ROY A., with White Motor Co. as Sales Promotion mgr. since 1949. Born Toronto, Can., 1903. High school, business college. Entered automobile business with present company in 1943 as assistant to dir. of ad.

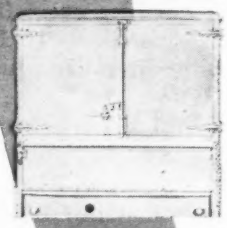
FUSON, SAMUEL, D., with Kudner Agency, Inc., as vice-pres. since 1945. Born in Seymour, Mo. Drury College. Entered automobile business in 1930 at New York with Erwin, Wasey & Co. as dir. of pub. rel.

GALL, CLARENCE, R., with Hudson Motors of Canada, Ltd., Tilbury, as vice-pres. Born in Toronto, Toronto Coll. Entered automobile business in 1928 at Calgary, Alta., Canada, with Hudson Motor Car Co., Detroit, as regional mgr.

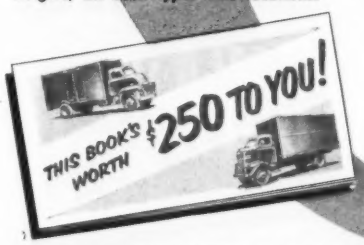
GAMBLE, DAVID E. with Borg-Warner Corp. as pres. Borg & Beck Div. Born Moline, Ill., 1887. High school. Entered automobile business in 1908 with Midland Motor Co. as asst. supt. and chief engr.



HERE'S A SELLING POINT! Fruehauf Truck Bodies are the lowest-priced *quality* bodies on the market. They're prefabricated and ready for immediate mounting, painting, and delivery by the Fruehauf Branch.



ANOTHER SELLING POINT! Your customers have a choice of over 300 *standard body options*, including all popular lengths and heights, all door types and locations.



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IF YOU'RE A TRUCK DEALER and you're aiming at bigger profits in '53, there's one easy way to hit your mark — sell Fruehauf Truck Bodies, in conjunction with your chassis sales.

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To protect your price fully, all Fruehauf Branches sell at the nationally advertised price only, operating on a no-discount policy *except to dealers.* It's one more way of *assuring* your profits. You'll gain in many ways by offering this new service to your customers — with increased customer satisfaction, more chassis sales, too, and bigger profits in '53. Call the local Fruehauf Branch about it today!

Truck Body Division

FRUEHAUF TRAILER COMPANY

Detroit 32, Michigan

FRUEHAUF
"UNIT-BUILT"
Truck Bodies

AUTOMOTIVE NEWS FAMILY ALBUM

GILBERT, CARLTON, H., with United States Rubber Co. as adv. mgr. since 1951. Born in Freemont, O. Dartmouth College. Entered automobile business in 1934 at Sales Promotion Dept. Footwear & Gen. Prod. Div. with U. S. Rubber Co.

GILMARTIN, JOHN R., with Hyatt Bearings Div., GM Corp., as gen. sales mgr. since 1952. Born Toledo, O., 1906. Univ. of Mich., B.S. degree. Entered automobile business in 1929 at Detroit with Hyatt Bearings Div. as engr.

GOAD, LOUIS C., with GM Corp. since 1923, as executive vice-pres. since 1950 and director since 1946. Born Petersburg, Ind., Feb. 9, 1901. Univ. of Illinois, B.S., in mech. engrg. Entered automobile business in 1923 at Anderson, Ind., with Delco-Remy Co. as engr.

GOLDMAN, MARTIN E., with Aitkin-Kynett Co. as partner since 1930. Born Baltimore, Md. Entered automobile business in 1914 at Baltimore with U. S. L. Battery Distributor as salesman.

GOODMAN, JAMES E., with Fisher Body Div., GM Corp., as gen. mgr. since May 1, 1952. Born in Union City, Ind., Dec. 11, 1904. Univ. of Ill. Entered automobile business in 1925 at Norwood, O., with Fisher Body Div. as metal finisher.

GILBERT, HENRY H., with Ford Motor, engineering staff as laboratory engineer, testing laboratories dept. Born in Bridgeport, Ind., Feb. 12, 1891. Purdue Univ., B.S., M.E. degrees. Entered automobile business in 1915 at Detroit with Cadillac Motor Car Co. as experimental engr.

GIRARD, STEVE, with Kaiser-Frazer since 1946, vice-pres. and gen. mgr. of aircraft div. since 1952. Born in Hoquiam, Wash., Sept. 18, 1913. Attended the Univ. of Wash.

GOEHRIG, HAL, with Blackhawk Mfg. Co. as vice-pres. sales since 1942. Born Milwaukee, 1908. Univ. of Wisconsin, B.A. degree. Entered automobile business in 1930 at Milwaukee with present company in factory.

GOLDSTEIN, JAKE, with Automotive News as Midwest advertising mgr. since 1942. Born in Chicago, Aug. 30, 1895.

GORDON, JOHN F., with General Motors as vice-pres. and dir. and group executive in chge. of body and assembly plants since January, 1951. Born Akron, O., May 15, 1900. Annapolis Naval Acad., Univ. of Mich., M.S. deg. in engrg. Entered automobile business in 1923 at Detroit with Cadillac Motor Car Div. as laboratory technician.

GORDON, MAYNARD M. (Mac), with Automotive News as associate editor since 1948. (Now in military service). Born in Detroit, Sept. 5, 1927. Wayne Univ. Entered automobile business in 1944 at Detroit with Automotive News as reporter.

GOSSETT, WILLIAM T., Ford Motor Company as vice-pres. and general counsel since March, 1947. Born in Gainesville, Tex., Sept. 9, 1904. Univ. of Utah, A. B., Columbia Univ., LL.B. Coe Col. LL.D.

GOULD HERBERT M., with Motors Holding Div. of General Motors Corp. as general Mgr. since 1949. Born in Philadelphia, Pa., Oct. 20, 1902. Wesleyan, Washington and Lee and Cornell. Joined GMAC in Nov., 1926.

GRACE, EDWARD R., vice-pres., Grant Adv., Inc. In advertising agency business since 1921. Born Detroit, 1892. Studied Detroit Institute of Technology. Entered automobile business in 1908 with Grabowsky Truck.

GRANT, RICHARD H., JR., with The Reynolds & Reynolds Co. as pres. since 1940. Born Dayton, O., Jan. 18, 1913. Milford Prep. Sch., Detroit Business Univ. Entered automobile business in 1936 at Centerville, O., as Chevrolet dealer.

GRANT, W. R., with Packard Motor Car Co. as financial vice-pres. and treas. since 1952. Born Trenton, N. J., June 18, 1910. Univ. of Pa., B.S. in Econ. Entered automobile business at Detroit in 1952 with Packard.

GREEN, WILSON O., with United States Rubber Co. as sales mgr., U. S. Tires Div. since 1950. Born in Baltimore, Md., on Aug. 22, 1911. Univ. of N. Caro., Baltimore Col. of Com. Entered automobile business Aug. 7, 1935, at Charlotte, N. C. with U. S. Rubber Co. as asst. to dist. mgr.

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AUTOWARE Assortments containing Screws, Clips, and Fasteners in Series 5300 Cabinets make parts easy to find and identify.

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AUTOMOTIVE NEWS FAMILY ALBUM

GREENLEE, JAMES T., with Imperial Brass Mfg. Co. as vice-pres. and director in charge of Industrial Sales Division. Born in Chicago Dec. 7, 1892. Northwestern U. Entered automobile business 1910 at Chicago with Imperial Brass Mfg. Co.

HAGEN, WILMER A., with United Motors Service, Div. of GM Corp., as gen. sales mgr. since 1952. Born Mondovi, Wis., Feb. 13, 1902. Hunts Coll. Entered automobile business in 1920 at Eau Claire, Wis., with Tanberg Auto Co. in the parts dept.

HALL, SIDNEY S., with Libbey - Owens - Ford Glass Co. as Detroit automotive sales mgr. since 1945. Born Dayton, O., Nov. 15, 1902. Univ. of Pa., B.S. of Econ. Entered automobile business with Libbey-Owens-Ford at Toledo in 1927 as sales rep.

HALLER, FRED L. Past pres. National Automobile Dealers Assn. Born in Washington, D. C., Sept. 22, 1895. Entered automobile business in 1919 in District of Columbia as dealer.

HAMLIN, J. R., ARO Mfg. Co., as vice-pres. and gen. mgr. since 1945. Born Wenham, Mass., in 1892. Entered automobile business in 1916 at Boston with Connell - McKone Co., as salesman.

GRESHAM, NOAH O., with White Motor Co. as sales mgr. Wholesale Div. since 1949. Born in Herrin, Ill. Attended St. Louis U. Entered automobile business in 1929 as district mgr. Firestone Tire & Rubber Co.

HAKES, LIONEL B., with Pierce Governor Co., Inc., as vice-pres. in charge of sales. Born Iowa. Univ. of Iowa, Univ. of Chicago.

HALL, T. FAXON, with Walker Mfg. Co. of Wis. as vice-pres. Born Negaunee, Mich., May 2, 1901. Univ. of Wis., B.A. Entered automobile business in 1930 in Milwaukee, Wis., with Shaler Co. as sales promotion mgr.

HALLETT, JOHN L., with Kaiser-Frazer Corp. as exec. vice-pres. and gen. mgr. since 1949. Born in Seattle, Wash., Dec. 5, 1903. Univ. of Washington, B. S. M. S. Entered automobile business in 1946 in Long Beach, Cal., with Kaiser-Frazer Corp. as plant mgr.

HAMMOND, DEAN B., with Kaiser-Frazer Corp. since 1947, vice-pres. since 1951. Born in Saline, Mich., Dec. 24, 1908. U. of Michigan, B. S. Aero. Entered automobile business 1946 in Oakland, Cal., with Henry J. Kaiser Co. as dev. engr.

GRIFFIN, HAROLD F., with Griffin Lamp Co. as pres. since organization of company in 1946. Born in Cincinnati June 10, 1898. Univ. of Cincinnati. Entered automobile business in 1917 in Detroit at Cadillac Motor Car Co.

GRIFFIN, ROBERT E., executive asst. to Oldsmobile's general mgr. With General Motors continuously since 1916. Born at Gaines, Mich., June 12, 1896.

GROVE, HOWARD P., with Willys - Overland Motors, Inc., as vice-pres. since 1950. Born in Lester, La., on July 2, 1895. Entered automobile business in 1918.

GRUMBACHE, EDWARD S., with Midwest Body and Mfg. Div. as gen. mgr. since 1942. Born July 5, 1901. U.M., G.M.I.T. Entered automobile business in 1919 at Flint, Mich., with Buick Div. as payroll clerk.

GUNDAKER, GUY, JR., with the B. F. Goodrich Co. as field sales mgr. since 1944. Born Philadelphia, Pa., Nov. 5, 1900. Cornell Univ. Entered automobile business in 1924 at Philadelphia with the B. F. Goodrich Co. in Philadelphia sales dept.

GUSTINE, A. NEIL, King - Seeley Corp., pres. since 1947. Born in Keeler, Mich., Feb. 12, 1900. Univ. of Michigan, B.S. degree. Entered automobile business in 1924 at Ann Arbor, Mich., with King-Seeley Corp. as draftsman.

HADLEY, C. A. J., with Hudson as sales mgr. since 1949. Born Indianapolis, Ind., Apr. 13, 1899. Graduated Indiana Univ. 1922. Entered automobile business in 1923 as Chevrolet dealer, Jasonville, Ind. Joined Hudson 1935.

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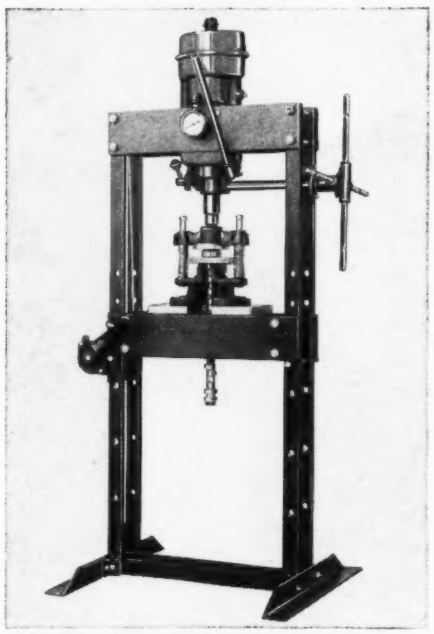
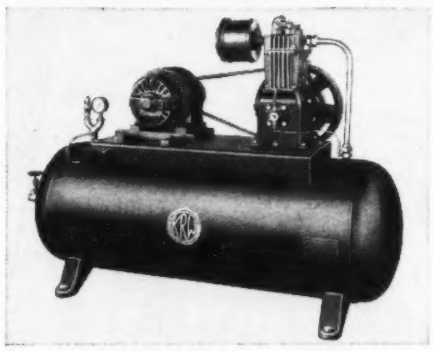
COMPARE THESE LOW KRW FACTORY-TO-YOU PRICES FOR TOP QUALITY SERVICE EQUIPMENT!

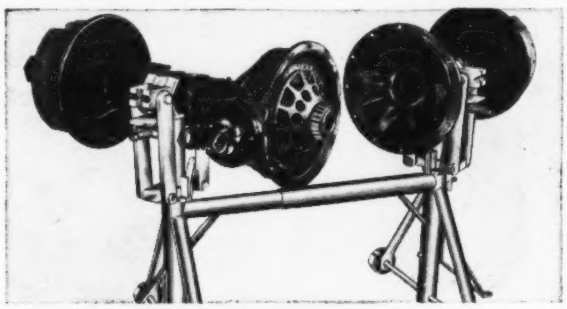


NEW KRW SHOP PRESS No. 37-R 25 ton hand operated Hydraulic especially designed for automotive service. Ideal for straightening, body and fender work, pulling and replacing gears, pins and bushings. Shown with special fixture for removing Ford V-8 timing gear. **$310**

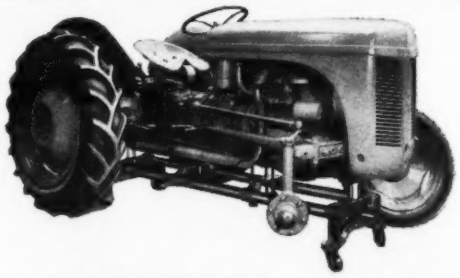


KRW AIR COMPRESSORS You can actually save 20-40% on Air Compressors by taking advantage of KRW's factory-to-you prices. 2, 5, 7½ and 10 H.P., 2-stage models. These Compressors have a combination filter and air cleaner; plate type, easily removed valves; Loadless Starting — a tamper-proof, patented device that unloads the compressor when it stops; Pressure Control Switch with Thermal Relay prevents overload. Available with Quincy DRI-R-AIR tank drain that automatically removes water that collects in tank.

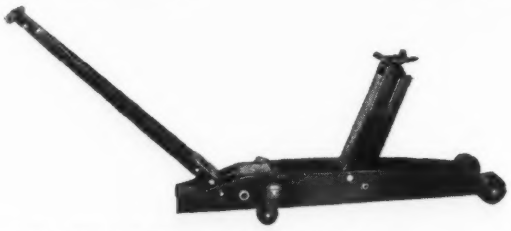
2 H. P. $441.35 **7½ H. P. $769.75**
5 H. P. $517.90 **10 H. P. $806.25**



KRW No. 50-AX REAR AXLE DOLLIE Tested and approved by Timken. Handles largest truck or smallest car axles. Axles can be separated for complete overhaul. Easily wheeled to or from car or truck. Made of welded tubular steel. Also holds drive shafts and other parts. Clamping jaws turn and lock in 4 different positions. **$125**



KRW No. TR 1-A TRACTOR DOLLIE With Built-In Jacks. Rolls under tractor with plenty of clearance. Jacks are built right into cross members of dollie. Simple turn of front and rear jack screws raises tractor off floor. Long slides permit easy separation and removal of tractor units. Maintains perfect alignment of engine, transmission and differential units. Pays for itself in time saved on your first overhaul jobs. **$203.30**



KRW No. 472-A 3-TON HYDRAULIC JACK Lifts 4 to 24 inches. Fingertip control located for safety between handle rails. Handy foot plate for quick, easy spotting under load. Tamper-proof safety valve prevents overloading and damage. Swivel casters on double row ball bearings are lubricated for life. Priced far less than other jacks of comparable quality. **$105.95**

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WORLD'S OLDEST MANUFACTURER OF GARAGE TOOLS AND EQUIPMENT

AUTOMOTIVE NEWS FAMILY ALBUM

HANCOCK, ROBERT W., with Hancock Mfg. Co. as pres. and gen. mgr. since 1948. Born in Chicago, Jan. 1, 1905. Mass. Inst. of Tech. Entered automobile business in 1927 at Jackson, Mich., with Hancock Mfg. Co. as prod. clerk.

HARVEY, HARRY A., with Auto-Lite Battery Corp. as vice-pres. since 1938. Born Bradford, Pa., Nov. 4, 1888. Univ. of Michigan, B.S. in M.E. degree. Entered automobile business in 1912 at Niagara Falls with predecessor of present company as asst. to starter engr.

HASSEL, CARL E., with Ross Roy, Inc., as dir. of media since 1939. Born Menominee, Mich. July 19, 1903. Univ. of Michigan. Entered automobile business in 1926 in Detroit with Campbell-Ewald Co. as research assistant.

HATCH, CLARENCE, JR., with D. P. Brother & Co., Inc., since 1935, as exec. vice-pres. since 1948. Born in Savannah, Ga. Univ. of Mich., A.B. Entered automobile business in 1922 in Detroit with Chrysler Corp.

HAWLEY, FRANK M., with Morse Chain Co. as pres. and gen. mgr. since 1946. Born Sullivan, O., May 27, 1888. Ohio Wesleyan U., Case Sch. Applied Science, in Cleveland. Entered automobile business in 1911 in Elyria, O., with Garford Co. as draftsman.

HANCOCK, WILLIAM G., with McCord Corp. as pres. since June, 1948. Born Detroit Dec. 22, 1894. Entered automobile business in 1919 in Detroit with McCord Corp. as office mgr.

HASEMEYER, HAROLD E., with The Electric Auto-Lite Co. as exec. vice-pres. since 1951 and member of the board of directors since 1952. Born Toledo, 1897. Entered automobile business with Auto-Lite in 1915.

HASSELMAN, FRANK J., with St. Paul Div. Gar Wood Ind., Inc. as div. mgr. since May 1949. Born St. Paul, Minn., May 23, 1915. Univ. of Minn. Extension. Entered automobile business in 1934 in St. Paul with St. Paul Hydraulic Hoist Co. as stock handler.

HAWKES, HOWARD N., with U. S. Rubber Co., as vice-pres. and gen. mgr. tire div. since 1951. Born in Brooklyn, N. Y., June 17, 1894. Pratt Inst. Entered automobile business in 1912 at New York with U. S. Rubber Co. as tire adjuster.

HEBERLING, HAL B., with Plymouth Div. of Chrysler Corp. as asst. gen. sales mgr. since 1944. Born Jackson, Mich., Aug. 27, 1896. Entered automobile business in 1913 in Detroit with Chalmers Motor Co. as time clerk.

HARDER, DEL S., with Ford Motor Co. as vice-pres. mfg. since 1946. Born in Delhi, N. Y., March 19, 1892. Merchanical Engrg. Correspondence School. Entered automobile business in 1912 at New York with Yellow Cab Co.

HARDING, SAM V., with Bendix Prod. Div. of Bendix Aviation Corp. as adv. mgr. since 1937. Born Indianapolis June 21, 1900. Entered automobile business in 1922 in Indianapolis with Marmon Motor Car Co. as sales and sales prom. mgr.

HARRIG, ERNEST L., with Chevrolet Motor Div. of GM Corp. as gen. serv. mgr. since 1947. Born Hannibal, Mo., May 12, 1895. Entered automobile business in 1908 in Omaha, Neb., with Franklin-Peerless as mechanic.

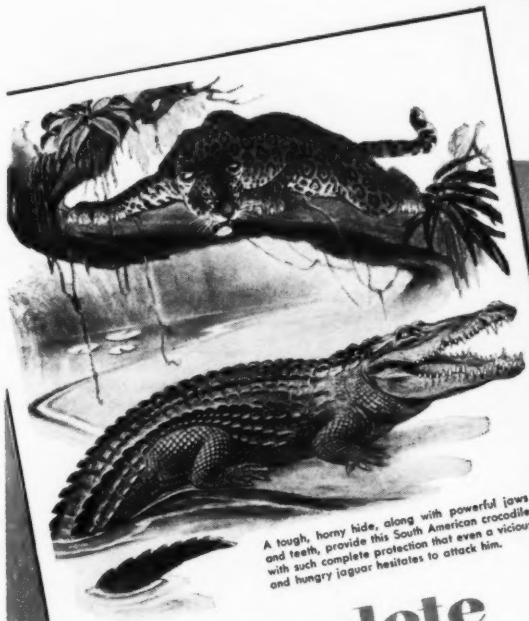
HARRINGTON, F. THEODORE, with Vickers, Inc., as vice-pres., sales since 1939. Born in Cleveland O., 1903. Univ. of Akron, M. E. Entered automobile business in 1932 at Detroit with Vickers, Inc., as sales engineer.

HARRINGTON, RALPH H., adv. mgr. General Tire & Rubber Co., all products, all divisions, since 1936.

HARROW, T. T., with White Motor Co. as dir. of Export since 1949. Born 1889. Entered automobile business in 1926 as salesman.

HARTIGAN, JOSEPH J., with Campbell-Ewald Co. since 1925. Senior vice-pres. and dir. Born in Chicago, Apr. 27, 1899. Mark Sheridan-St. James. Entered automobile business in 1916 at Chicago with Critchfield & Co.

SMASHING



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There's an AC *Aluvac* Element designed to fit most any type of oil filter on any make of car. Get AC and get complete engine protection.

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and many others

Campaign promotion booklet at right is your key to more Oil Filter Element sales this spring

AC OIL FILTERS WITH ALUVAC ELEMENTS

AUTOMOTIVE NEWS FAMILY ALBUM

HEIL, JOSEPH F., with Heil Co. as pres. since 1946. Born in Wisconsin in 1902. Northwestern Univ. Entered automobile business in 1923 with Heil Co.

HENDERSON, WILLIAM F. B., with E. W. Bliss Co. as vice-pres. since 1948. Entered automobile business with Maxwell Motors.

HERMAN, FRANK P., with Purolator Products Co. as vice-pres. and consultant. Born in Ashland, O., 1886. Ohio State. Entered automobile business in 1912 at Detroit with Studebaker Corp. as salesman.

HERRESHOFF, A. GRISWOLD, with Engineering Div. of Chrysler Corp. since 1927; exec. engr. Development Design, since 1952. Born Bristol, R. I., April 16, 1889. M. I. T. Entered automobile business in 1914 at New York with Mack Truck as engr.

HESS, DONALD P., with American Bosch Corp. as pres. since 1938. Born Cleveland, O., Apr. 25, 1894. Entered automobile business at close of World War I with Timken Roller Bearing Co.

HENDERSON, ELDON H., with Yale Rubber Mfg. Co. as pres. Entered automobile business in 1927 with Continental Rubber Works as sales engineer. Left in 1945 to found Yale Rubber Mfg. Co.

HENNINGER, ANTHONY A., with New Process Gear Corp., Syracuse, N. Y. as pres. and gen. mgr. since 1923. Born in Toledo, O., May 24, 1891. Attended public school. Entered automobile business in 1910 at Toledo, O.

HERPOLSHEIMER, PAUL, JR., with DeSoto Div., Chrysler Corp., as western sales mgr. since Jan., 1953. Born Sept. 26, 1904, in Seward, Neb. Univ. of Neb. Entered automobile business in 1926 at Seward, Neb., as retail salesman.

HERRINGTON, ARTHUR W., with Marmon Herrington Co., Inc. as chmn. of bd. since 1941. Born Coddankam Suffolk, Eng., March 30, 1891. Stevens Tech., M. E. degree Rose Poly, D. E. Entered automobile business in 1912 at Milwaukee with Harley Davidson Motorcycle Co. as engr.

HICKS, GLENN H., with Acme Quality Paints, Inc., technical dir., since 1940. Born Garnett, Kan., May 5, 1903. Univ. of Kan., A. B. Entered automobile business in 1923 in Kansas City, Mo., with Cook Paint & Varnish Co., as chemist.

HILL, EDWARD B., with Gar Wood Industries, Inc., as vice-pres. and gen. sales mgr. since 1949. Born St. Paul, Minn., April 19, 1905. Entered automobile business in 1926 with Wood Hydraulic Hoist & Body Co.

HILL, HAROLD H., with Ditzler Color Div. as divisional dir. since 1952. Born Blissfield, Mich., May, 1910. Entered automobile business in 1935 at Detroit with Ditzler in traffic dept.

HINES, JACK C., with AC Spark Plug division of General Motors Corporation, Flint, Mich., as gen. sales mgr. since 1948. Born Carnegie, Pa., Aug. 13, 1894. Entered automobile business in 1912 in Boston, Mass., with Buick Motor Car Co. as clerk.

HITER, FRANK A., senior vice-pres. of Stewart-Warner Corp., dir. of Alemite Div. Born Owensboro, Ky., 1892. Entered automobile business in 1914 at Louisville, Ky., with American Automobile Co. as distributor.

HOBAN, JOSEPH A., with B. F. Goodrich Co. as gen. mgr., tire merchandising, since 1943. Born Cincinnati May 10, 1897. Univ. of Cincinnati; LL.B. Entered automobile business in 1919 in Akron with B. F. Goodrich Co. as salesman.

HOFFMAN, PAUL G., pres., Studebaker Corp. Born Chicago Apr. 26, 1891. Univ. of Chicago. Entered automobile business in 1910 at Chicago with Halladay Motor Co. as porter.

HOFMANN, FRED W., with Briggs Manufacturing Co. as vice-pres. Born Feb. 25, 1892. Entered automobile business in 1906 with Cadillac. Joined Briggs in 1933.

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BOOKLET WITH

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Protecting MORE NEW CAR ENGINES THAN ANY OTHER BRAND

8 SUCCESSFUL SELLING SLANTS

AC OIL FILTERS

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AUTOMOTIVE NEWS FAMILY ALBUM

HOGBEN, WILLIAM H., with Ditzler Color Co. as sales mgr. since 1929. Born Lyminge, Eng., 1889. Abbotsford Coll. of Eng. Entered automobile business in 1922 with Pittsburgh Plate Glass Co. as salesman.

HOLDEN, PARKER, with Holden, Clifford, Flint, Inc., as pres. since 1926. Born Detroit, Mich., Feb. 1897. Trinity Coll. A.B. Entered advertising business in 1919 in Detroit with Seelye & Brown Adv. Agency as acct. exec.

HOLLEY, GEORGE M., with Holley Carburetor Co. as chmn. of the board since 1917. Born Port Jervis, N. Y. Apr. 11, 1878. Stevens School. Entered automobile business in 1897 in Bradford, Pa. with Holley Brothers Co.

HOLLEY, JOHN C., with Holley Carburetor Co. as vice-pres. in charge of sales since 1946. Cornell Univ. Entered automobile business in 1940 at Detroit with Holley Carburetor in Engin. Dept.

HOLMES, FOSTER, with Lincoln Engineering Co. as first vice-pres. and treas. since 1937. Born Minneapolis, Minn., June 25 1890. Phillips Exeter Acad., Sheffield Scientific School of Yale Univ., B. S. degree. Entered the lubricating equipment business in 1931 at St. Louis with Lincoln Engineering Co. as sales mgr.

HOLADAY, ORVILLE C., with Ramsey Corp., St. Louis, Mo., as vice-pres., gen. sales mgr. since 1940. Born Xenia, Ill., 1895. Entered automobile business in 1917 in Alma, Mich., with Republic Motor Truck Co. as accountant.

HOLLEY, EARL, with Holley Carburetor Co. as vice-chmn. of the board since Jan., 1953. Born Port Jervis, N. Y. Bradford, Pa., High Sch. Entered automobile business in 1901 in Bradford, Pa., with Holley Motor Co.

HOLLEY, GEORGE M., JR., with Holley Carburetor Co. as pres. since 1953. Cornell Univ., B. of Arts. Entered automobile business in 1938 at Detroit with Holley Carburetor.

HOLLINGSHEAD, RICHARD M., with R. M. Hollingshead Corp. as chmn. of board. Born Riverton, N. J., Feb. 25, 1900. Manlius. Entered automobile business in 1918 with R. M. Hollingshead Corp.

HOOPER, GEORGE P., with Hancock Mfg. Co. as vice-pres. Born London, Canada, 1893. High school, bus. coll. Entered automobile business in 1920 at Windsor, Ont., with GM Corp. as foreman.

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FORD A-1 SALES-SERVICE USED CARS
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Write today for new, colorful 1953 Circular illustrating 17 different Signs

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HOOVER, ERIC R., with Oldberg Mfg. Co. as pres. since 1940. Born Hamilton, Ontario, Canada, Feb. 28, 1893. Business college. Entered automobile business in 1915 at Lansing, Mich., with Olds Motor Works as stenographer.

HOPE, IVOR H., with Hope Metal Products, Inc., as pres. since 1939. Born London, England, in 1896. Oxford Univ., England, B. A., M. A. Entered automobile business in 1920 with Chandler Motor Car Co. as P. A.

HOPKINS, BEN F. Honorary chmn. of the board, Clevite Corp. (formerly The Cleveland Graphite Bronze Co.) 1952. Born Cleveland, O., June 13, 1876. Central H. S., Western Reserve Acad., Adelbert Coll. of Western Reserve Univ. Entered automobile business in 1919 at Cleveland with Cleveland Graphite Bronze Co. (founded company) as pres.

HOPKINS, PHILIP B., with Chrysler Corp. as gen. service mgr. of central service div. since 1951. Born Middlefield, O., Mar. 18, 1901. Entered automobile business at Cleveland with F. B. Stearns Co. following World War I.

HORNER, STANLEY H., past pres. National Automobile Dealers Assn. Buick dealer since 1917, dir. American Automobile Assn. Dir. Automobile Old Timers. Entered automobile business in 1904 at Washington, D. C.

HUDSON, R. G., with Studebaker Corp. as manager of truck division since 1936. Born in Schoolcraft, Mich., Aug. 14, 1897. Kalamazoo Coll., B.A. Entered automobile business in 1920 with Reo Motor Co. purchasing dept.

HUFSTADER, WILLIAM F., vice-pres. of General Motors Corp. in chge. of distribution since Nov. 1, 1948. Born Jersey City, N. J. June 25, 1895. Denison Coll. Entered automobile business in 1915 at Buffalo with Pierce Arrow Motor Car Co as student engineer.

AUTOMOTIVE NEWS FAMILY ALBUM

HUGHSON, WILLIAM L., with Wm. L. Hughson Co. as pres. since 1903. Born Buffalo, N. Y., Nov. 13, 1868. Business college. Entered automobile business in 1903 at San Francisco.

HUTCHINSON, RICHARD A., with Studebaker Corp. as vice-pres. since 1951. Born Spokane, Wash., Sept. 19, 1897. Gonzaga Univ. Entered automobile business in 1917 at Portland, Ore., with Charles C. Fagan Co. as salesman. Joined Studebaker in 1923.

IHDE, AUGUST F., with Fedders-Quigan Corp. as vice-pres. Born Buffalo, N. Y., 1887. Univ. of Buffalo. Entered automobile business in 1907 with E. R. Thomas Co. at Buffalo and joined Fedders-Quigan Corp. in 1920 as chief engr.

IRELAN, FRANK H., with Delco Prod. Div. of GM Corp. as gen. mgr. since 1940. Born near Hollansburg, O., Jan. 3, 1893. Indiana Business School. Entered automobile business in 1916 at Dayton, O. with Dayton Eng. Lab. Co. as factory employe.

ISON, FRED M., with Saginaw Steering Gear Div., GM Corp., as sales and service mgr. since June 16, 1952. Born Burgin, Ky. Burgin H. S. GM Inst. Entered automobile business with Fisher Body Div. of GM Corp. in July, 1927.

HUMPHREYS, HARRY E., JR., with U. S. Rubber Co. as pres. since 1949 and chmn. since 1951. Born Philadelphia, Oct. 24, 1900. Wharton School of Finance. Entered automobile business in 1938 in New York with U. S. Rubber Co. as vice-pres. and director.

HUXTABLE, RICHARD S., with Federal Fawick Corp. as pres. since 1952. Born Cleveland, O., Sept. 20, 1913. Western Military Acad., Wharton Sch. of Fin., Univ. of Pa., Fenn Coll., B.S. in M.E. Entered automobile business in 1934 at Cleveland, O., with GM Corp. as student apprentice.

INGERSOLL, ROY C., with Borg - Warner Corp. as pres. since 1950. Born Sandoval, Ill. Oct. 24, 1884. Knox Coll., Phi Gamma Delta. Dir., Automotive & Aviation Parts Manufacturers, Inc.; Kelsey-Hayes Wheel Co., and Transportation Assn. of America.

IRWIN, DONALD E., with Lincoln - Mercury Div., Ford Motor Co., as industrial relations mgr. since 1946. Born in Utica, N. Y., July 22, 1913. Entered automobile business in Dec., 1945, at Detroit with Ford Motor Co. as a supervisor in industrial relations.

IVEY, EDSON W., with Chevrolet Motor Div. as adm. asst. to gen. mgr. since 1946. Born Campbellford, Ontario, Can., 1893. Entered automobile business in 1909 at Flint, Mich., with Buick Motor Div. as clerk.

HUNGATE, VIVIAN BERYL, with Associates Investment Co. as vice-pres. since 1945. Born in Clermont, Ind., Apr. 30, 1898. Fountain High. Entered automobile business in 1925 at Indianapolis with Chevrolet Motor Co. as district rep.

HUNT, ROY A., with Aluminum Company of America since 1903; president since 1928. Born in Nashua, N. H. Aug. 3, 1881. Yale, 1903; A.B. Univ. of Pittsburgh, Ph.D. (Hon.), 1944.

HUNTRESS, JACK B., with Nash Motors, Div. of Nash - Kelvinator Corp., as advertising mgr. since 1946. Born LaPorte, Ind., Aug. 4, 1910. Dartmouth Coll., A. B. degree. Entered automobile business in 1946 at Detroit with Nash Motors as asst. sales promotion mgr.

HUSE, JOHN O., with Parts Div., Chrysler Corp. as vice-pres. and sales mgr. since 1948. Born Winchester, Mass., June 23, 1898. Montclair, N. J.; U. S. Naval Acad., B.S.; Columbia Univ., M.S.; Technische Hochschule (Charlottenburg, Germany). Entered automobile business in 1947 in Detroit with Chrysler Corp. on gen. mgr.'s staff.

HUSTED, ELBERT E., with Titeflex, Inc., as pres. since 1942. Born Kansas City, Kans., June 8, 1892. Colorado Agr. Coll. Entered automobile business in 1924 in Newark, N. J., with Titeflex, Inc., as salesman.

HUTCHINSON, B. EDWIN, with Chrysler Corp. as vice-pres. and dir. since 1925 and chmn. fin. comm. since 1935. Born Chicago, Ill., Oct. 2, 1888. Mass. Inst. Tech. Entered automobile business in 1921 at Detroit with Maxwell Motor Corp. as vice-pres. and treas.

HUTCHINSON, EDWIN T. H., with Sparks-Withington Co., Automotive div., since 1921. At present Eastern div. sales mgr., Sparton Automotive, Allentown Pa. Born Feb. 18, 1888. High school. Entered automobile business in 1911 at Bethlehem, Pa., with Bethlehem Spark Plug Co. as salesman.

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for the comfort of driving in the shade!

When you sell cars

you'll make extra commissions by selling the E-Z-EYE option.

When you replace glass

you'll turn routine jobs into extra profit by selling E-Z-EYE.

Your customers know what a relief a patch of shade is when they've been driving in bright, glaring sunlight. Now they can take the shade *with* them, everywhere they drive. It's their own *private* shade, created by the E-Z-EYE *shaded* windshield.

Your customers are reading about it in *Time*, *The Saturday Evening Post*, *Collier's*, *The New Yorker*. Over half a million are already "driving in the cool, clear shade".

E-Z-EYE Safety *Plate* Glass is made with the darker blue-green shaded band for windshields, and unshaded for side and back windows. The use of E-Z-EYE all around, increases driver and passenger comfort because it reduces glare. This blue-green glass also keeps a lot of sun heat out of the car. It is available in all General Motors cars.

So, do your customers and yourself a favor . . . sell E-Z-EYE Safety *Plate*.

ALL L-O-F SAFETY GLASS IS GRADE-MARKED
If the word PLATE isn't etched on car windows, they aren't safety *Plate* glass.

E-Z-EYE SAFETY PLATE

with the shaded windshield

Reduces Glare, Eyestrain, Sun Heat

LIBBEY·OWENS·FORD GLASS COMPANY, TOLEDO 3, OHIO

AUTOMOTIVE NEWS FAMILY ALBUM

JACKSON, LEE R., with Firestone Tire & Rubber Co. as pres. since Jan. 1948. Born Akron, Apr. 28, 1891. Univ. of Akron. Entered tire business in 1912 at Akron with Firestone Tire & Rubber Co. as salesman.

JAHANT, CHARLES J., with General Tire & Rubber Co. as vice-pres. since 1922. Born Akron, O., June 19, 1885. Buchtel Coll., B. S. degree. Entered automobile business in 1909 at Akron with Firestone Tire & Rubber Co. as div. supt.

JAMISON, ROBERT C., SR., with Vibradamp Corp. as exec. vice-pres. since 1946. Born Connersville, Ind., on Feb. 14, 1891. High school, business college. Entered automobile business in 1909 at Indianapolis, Ind., with Willys - Overland as master finisher.

JOHNS, J. MELVILLE, with Libbey - Owens Ford Glass Co., Toledo, as gen. mgr., Fiber Glass Div. since Jan. 1, 1952. Born Brooklyn, N. Y., Oct. 4, 1901. Entered automobile business in 1922 at Charleston, W. Va., with L. O. F. window glass plant.

JOHNSON, CARL W., senior vice - pres., Clevite Corp. (formerly Cleveland Graphite Bronze Co.) since 1946. Born Red Wing, Minn., 1886. Business coll. Entered automobile business in 1916 at Cleveland with Cleveland Graphite Bronze Co. as mechanic.

JACOBSON, CHARLES L., with Parts Div., Chrysler Corp. as pres. since July, 1949. Born Paw Paw, Ill., May 29, 1896. Kalamazoo Coll. Entered automobile business in 1914 at Detroit with Ford Motor Co., adv. dept.

JAMES, WILLIAM S., with Fram Corp. as vice - pres. in charge engrg. and research since 1948. Born Asbury Park, N. J., 1892. George Washington Univ., B. S. in mech. eng. Entered automobile business in 1917 with U. S. Bureau of Standards as physicist.

JOHN, W. A. P., co-founder and chmn. of board of MacManus, John & Adams, Inc., Born in New Albany, Ind., Jan. 31, 1895. Univ. of Mich., A. B. degree. Entered automobile business in 1916 at Detroit with Dodge Bros., adv. dept., as copyrighter.

JOHNSON, ABEN E., with Hastings Mfg. Co., Hastings, Mich., as pres. since 1939. Born Oakland, Neb., Sept. 5, 1884. Nebraska Business School. Entered automobile business in 1916 at Hastings with Hastings Mfg. Co. as gen. mgr.

JOHNSON, COURTNEY, Studebaker Corp. asst. to pres. since 1947. Born in Chicago, March 6, 1891. Lawrenceville, Princeton, C. E. degree. Entered automobile business in 1915 at Flint, Mich., with Dort Motor Car Co. as pur. agent.

JOHNSON, JAMES W., with Young & Rubicam, Inc., as Detroit office mgr. since Jan. 1, 1953. Born Elcho, Wis., Oct. 1, 1907. Howe Military Acad., Kent State Univ., Columbia Univ.

JOHNSON, JOSEPH, with Snap-On Tools Corp., Snap-On Tools of Canada, Ltd., as pres. since 1939. Born Milwaukee, 1894. Entered automobile business in 1918 at Milwaukee with American Grinder Mfg. Co. as mfg. exec.

JOHNSON, PAUL C., with Sealed Power Corp. as pres. since April, 1952. Born Muskegon, Mich., 1907. Entered automobile business in 1929 with Sealed Power Corp.

JOHNSON, PYKE, with Automotive Safety Foundation as pres. since 1942. Born Denver, Colo., June 27, 1888. Univ. of Denver. Entered automobile business in 1918 at Washington, D.C., with Auto Mfrs. Assn. as vice-pres. and Washington rep.

JOHNSON, RAY. P., exec. and director of Borg - Warner. Born Muncie, Ind., July 31, 1907. Harvard. Entered automobile business in 1925 with Warner Gear, Div. Borg - Warner.

JOHNSON, STEPHEN, JR., with Bendix-Westinghouse Automotive Air Brake Co. as chief engr. since 1947. Born Newport News, Va., Feb. 5, 1900. Univ. of Mich., B. S. degree. Entered automobile business in 1923 at Pittsburgh with Westinghouse Air Brake Co. as mechanical expert.

JOHNSTON, GEORGE J., with Brooke, Smith, French & Dorrance, Inc., since 1934. Vice pres. and account executive. Born Detroit, Mich. Detroit public schools. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co.

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In the more than forty years since its founding, the Briggs Manufacturing Company has established an enviable reputation for outstanding quality. From the beginning, the Briggs business creed has been based on the firm belief that there is never a valid reason for accepting anything less than the best. The automobile bodies, Beautyware plumbing fixtures and other products, as well as the huge volume of defense work being produced by Briggs today are proof of the success of that underlying principle. And the people who make up the Briggs team are dedicated to the idea that the standards which have been so firmly established will never be lowered.

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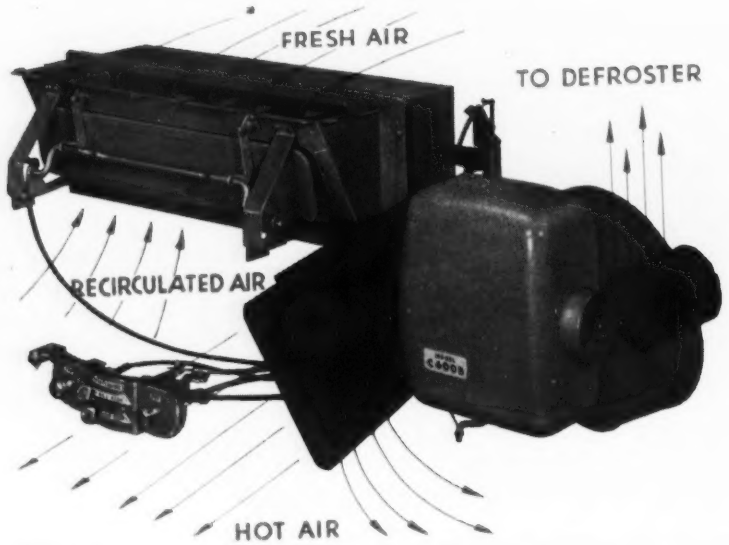
Manufacturing Company
Detroit, Michigan

SEMPER QUALITAS

FOR TROUBLE-FREE PERFORMANCE...

Nothing Can Compare

For 1953 Dodge—De Soto—Chrysler Models



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- ★ ***Footwarming comfort***
- ★ ***Finger-tip dash control***
- ★ ***Quick, easy installation***
- ★ ***Fresh air circulating without heat—volume equal to 12" fan***
- ★ ***Recirculated heat without fresh air***
- ★ ***Defrosting, demisting, defogging for cold, humid or rainy days***
- ★ ***Fresh air with heat***

Put extra profits in your 1953 sales with these factory-to-dealer priced Super Power Heaters. Full details on request. Get your order in today. Write or wire direct to headquarters, E. A. Laboratories, Brooklyn 5, N. Y.

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Headquarters for Heaters since 1929

E. A. HEATERS MEAN MORE SATISFACTION

EXTRA PROFIT...EASY INSTALLATION...

with E.A. Super Power Heaters!

For Easy Installation in 1953 Plymouth Models

Model C-500A A fresh air heater designed specifically for ease of installation on 1953 Plymouth models. Temperature control lever at "high" or "medium" gives comfortable warmth in winter weather. "Defroster" knob all the way out directs over 60 cubic feet of air under pressure for defrosting—assures clear visibility. With temperature control "off", circulates unheated air (equal in volume to that moved by 12" fan) for warm weather driving. This MODEL C-500A is readily converted to recirculating type with E. A.s RP 53 Kit.

RECIRCULATING KIT FOR FRESH AIR UNITS

Model RP-53 will convert strictly *Fresh* Air units to recirculate air *within* the car. Avoids sucking dangerous fumes and gases of congested traffic into car interior. This kit used with E. A. MODEL C-500A makes an ideal combination. Easy to sell to new Plymouth buyers.

ECONOMY HEATERS FOR CHRYSLER LINE CARS AND TRUCKS

Model T-201 Fits all Dodge trucks. Powerful recirculating heater with super-safe defrosting. Includes: Defroster Kit, heater Pull Switch (2 Station) and all necessary fittings for installation. Manual defroster operation.

Model C-203 Fits Plymouth, Dodge, DeSoto, Chrysler cars. Powerful recirculating heater with all the DeLuxe features. Same type as T-201. An economy unit, easy to sell to new Plymouth buyers who want a smaller heater.

FOR CUSTOMERS—MORE PROFITS FOR YOU!

AUTOMOTIVE NEWS FAMILY ALBUM

JONES, BLYTHE R., with Ethyl Corp. Research Lab. as mgr., Passenger Car Div. of Technical Service since 1944. Born Petersburg, Ind., Feb. 6, 1903. Univ. of Ill. With Ethyl Corp. since 1932. Entered automobile business in 1926 with Studebaker Corp.

JONES, EDWIN OLNEY, with Federal-Mogul Corp. as senior vice-pres. and secy. bd. of dir., dir. of sales, Original Equip. Div. Born Philadelphia, Pa., Sept. 12, 1894. Univ. of Pa., B. S. in M. E. Entered automobile business in 1919 at Detroit with Federal Bearing and Bushing Corp. as engr.

JUBE, ALBERT R., with Collins & Aikman Corp., pres. since 1949. Born New York City July 26, 1888. Amherst, B. S. Entered automobile business in 1923 at New York City with Collins & Aikman Corp. as counsel.

KAISER, EDGAR F., with Kaiser - Frazer Corp. as pres. since 1949. Born Spokane, Wash., July 29, 1908. Univ. of California. Entered automobile business in 1945 at Willow Run, Mich., with Henry J. Kaiser, as vice-pres. and gen. mgr.

KALB, LEWIS P., with Continental Motors Corp. since 1921. Dir. since 1939. Born Bellefontaine, O., June 24, 1888. Cornell, M.E. degree. Entered automobile business in 1911 at Elyria, O., with Garford as draftsman.

JONES, DUANE A., with United Motors Service Div., GM Corp., as adv. mgr. since 1938. Born Calumet, Mich., Dec. 30, 1902. Univ. of Mich. Entered automobile business in 1920 at Detroit with Cadillac Motor Car Co. in adv. dept.

JONES, G. RAY, with General Motors Corp. since 1926. Joined Oldsmobile 1933. Named gen. sales mgr. for Oldsmobile July, 1949. Born in Georgetown, Tex., March 4, 1895. Univ. of Michigan.

JUDSON, FRANK W., with Pittsburgh Plate Glass Co. as vice-pres. Born at Farmington, Minn., Oct. 3, 1879. High school. With above company since leaving high school.

KAISER, HENRY, J., with Kaiser - Frazer Corp. as chmn. of bd. Born Sprout Brook, N. Y., May 9, 1882. Entered automobile business in 1945 at Willow Run, Mich., with Joseph W. Frazer as partner.

KANZLER, ERNEST C., with Universal C. I. T. Credit Corp. as vice-chmn. of the board since Jan. 1, 1952. Born in Saginaw, Mich., May 29, 1892. Univ. of Michigan, Harvard, A. B., LL.B. degrees. Entered automobile business in 1916 at Detroit with Henry Ford & Son as prod. mgr.

DEALERS AGREE—YEAR AFTER YEAR

The Best Spark Plug is the Champion

IN TURNOVER **... Champion continuous advertising promotes rapid turnover at all seasons.**

IN VOLUME **... The demand for spark plugs is year 'round, and more users prefer Champions than any other make.**

IN PROFITS **... Year 'round Steady Turnover and Steady Volume spell Steady Profits for the Champion dealer.**

BE A CHAMPION DEALER

IT PAYS!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

KEATING, THOS. H. with Chevrolet Div. of Gen. Motors Corp. as gen. mgr. since 1949. Born Brooklyn, N. Y. 1894. Entered automobile business in 1917 at New York City with Chevrolet as clerk, distribution dept.

KEELING, HAL R., with Keeling & Co., Inc., as pres. and treas. (also vice-pres. and dir., Hastings Mfg. Co., Hastings, Mich.; also dir., Griffin Lamp Co., Hamilton, O.) since 1937. Born Fountain County, Ind., 1892. Butler Univ. Entered automobile business in 1917 at Kokomo, Ind., with Haynes Automobile Co. as adv. mgr.

KEENER, J. WARD, with The B. F. Goodrich Co. as vice-pres. since 1946. Born Birmingham, Ala., Aug. 6, 1908. Birmingham Southern Coll., Univ. of Chicago, M. degree in bus. adm. Entered automobile business in 1937 at Akron with B. F. Goodrich Co.

KELLER, KAUFMAN T., with Chrysler Corp. as chmn. of bd. since Nov. 3, 1950, after serving as pres. for 15 years. Also Dir. of U. S. Guided Missiles Program. Born Mount Joy, Pa., Nov. 27, 1885. Entered automobile business in 1906 at East Pittsburgh, Pa., with Westinghouse Machine Co. as apprentice.

KELLER, ROBERT T., with Chrysler Corp. as gen. mgr. Chrysler Corp.'s Tank Operations since 1952. Pres. of Marine and Ind. Engine Div. since 1948. Born in Detroit July 24, 1912. Entered automobile business in 1934 with Dodge Div., Chrysler Corp., in Detroit.

KELLER, WILLIAM A., with Lincoln - Mercury Div., Ford Motor Co., as national used car mgr. since Jan. 1, 1950. Born in Dayton, O., Aug. 30, 1908. Entered automobile business in 1931 at Dayton.

KELLEY, EDWARD H., with Chevrolet Div. of General Motors Corp. as gen. mfg. mgr. since May, 1952. Born in Lowell, Mass. Entered automobile industry as engr. for Studebaker Corp. in 1924.

AUTOMOTIVE NEWS FAMILY ALBUM

KELLY, DANIEL H., with Electric Auto-Lite Co. as vice-chmn. and vice-pres. Born Crestline, O., Nov. 11, 1883. Univ. of Toledo, LL.B. degree. Entered automobile business in 1919 at Toledo with Willys Light Div. as asst. sales mgr.

KING, MAXWELL C., with Pacific Finance Corp. as pres. since 1942. Born in Greeley, Colo., July 22, 1899. Stanford Univ., A. B. degree; Harvard Bus. Sch. Entered automobile finance business in 1925 at Los Angeles with Pacific Finance Corp. as salesman.

KLAUS, CHARLES A., with Maremont Automotive Products, Inc., as dir. of sales since 1945. Born DePere, Wis., 1903. Marquette, M. E. degree. Entered automobile business in 1928 at Pontiac, Mich., with General Motors Truck as engr.

KLEIN, L. W., with Gabriel Co. as exec. vice-pres. Born Edinburg, Ind., Feb. 2, 1900. Manual Training High Schl. Entered automobile business in 1917 at Indianapolis with Willard Storage Battery as dist. rep.

KLOTSCH, PAUL, with Ford Motor Co. as mgr. of the Mechanical Dept. of the Scientific Lab. since 1951. Received Engineering Degree in Germany in 1924. In U. S. A. since 1927.

KELLY, WILLIAM T., JR., with American Brake Shoe Co. as pres., American Brakeblok Div., since May, 1950. Born Mobile, Ala. June 5, 1907. Phillips Acad., Sheffield School, Yale Univ., B. S. elec. engr. Entered automobile business in 1928 at New York with American Brake Shoe Co. as buyer.

KITTLER, M. C., with Holley Carburetor Co. as exec. vice-pres. since 1952. Born Chicago, Ill., Ill. Institute of Tech., B. S. Entered automobile business in 1929 with International Harvester as engineer.

KLAUSMEYER, DAVID M., with Marmon-Herrington Co., Inc., as pres. since 1946. Born Norwood, O., Feb. 2, 1902. Entered automobile business in 1920 at Kalamazoo with Barley Motor Car Co. as body designer.

KLINGLER, HARRY J., with General Motors Corp. as vice-pres., director and group executive in charge of passenger car and truck div. since Jan. 1, 1951. Born St. Clair, Mich., July 5, 1889. Entered automobile business in 1924 with GM Chevrolet Div., after service with Delco Light Co., Dayton, O.

KNIGHT, GEORGE C., with Geo. C. Knight Co., pres. since 1940. Born Lincoln, Neb., Aug. 29, 1892. Prep. school. Entered automobile business in 1930 at Detroit with Detroit Metal Specialty Co.

KENDALL, V. H., Universal Products Co., pres. since 1952. Born Fairbury, Neb. Univ. of Neb., B. S. degree. Entered automobile business in 1915 at Detroit with Rands Mfg. Co. as secy.-treas.

KENNEDY, JAMES G., with Redmond Co., Inc., Owosso, Mich., exec. vice-pres. since Feb., 1950. Born in Ontario, 1905. Special studies. Entered automobile business in 1923 at Oshawa, Ontario, with General Motors of Canada.

KENT, PHILIP J., with Engineering Div. of Chrysler Corp. as exec. engr., electrical, since 1952. Born Great Bend, Kans., Nov. 29, 1890. Cornell Univ., 1914, M. E. degree. Entered automobile business in 1916 at Detroit with Studebaker as mechanic in service dept.

KETTERING, CHARLES F., with General Motors Corp. since 1912, now a director and research consultant since 1947. Born Loudonville, O., 1876. Ohio State Univ. E.E. in M.E. Entered automobile business in 1907 at Dayton, O., with Delco as part owner.

KIMBALL, BASIL B., with Pontiac Motor Div., GMC, as adv. mgr. since 1947. Born Pontiac, Mich., Jan. 3, 1897, U.S.M.A. Entered automobile business in 1917 at Pontiac with Oakland Motor Car Co.

KIMBALL, DEXTER SIMPSON, JR., with Bendix - Westinghouse Automotive Air Brake Co. as gen. mgr. since 1952. Born Ithaca, N. Y., July 15, 1906. Stanford Univ., Cornell Univ., M.E. and M. M. E. degree. Entered automobile business in 1928 at Muncie, Ind., with Muncie Products Div. of GM as machine operator.

KIMBROUGH, WILLIAM E., with Ford Motor Co. as mgr. Truck Sales Dept. Gen. Sales Office, Ford Div. Born in Hardin, Mo., Sept. 13, 1905. Central College. Entered automobile business in 1928 at Kansas City, Mo., with Ford Motor Co. as stenographer.

AUTOMOTIVE NEWS FAMILY ALBUM

KNOWLSON, JAMES S., with Stewart-Warner Corp. as chmn. of bd. since 1934, as pres. since 1939. Born Chicago, June 29, 1883. Cornell, M.E. and E.E. degrees. Entered automobile business in 1934 at Chicago with Stewart - Warner as chmn. of board.

KREIS, H. GAIL, with AP Parts Corp. as sales mgr. since 1944. Born in Idaho on Apr. 14, 1900. Entered automobile business in 1918 at Los Angeles with Honeywell Garage, Inglewood, Calif. as a mechanic.

KRUSPAK, EDWARD J., with Automotive News since 1933; as adv. mgr. since 1942. Born New York. High school. Entered automobile business in 1923 at Chicago with Ford Car Trade Journal as adv. mgr.

KYNETT, HAROLD H., with Aitkin-Kynett Co. as senior partner since 1920. Born Philadelphia, Pa., Sept. 13, 1889. Philadelphia Central High, Univ. of Pa., B.S. in Ec. Entered automobile business in 1913 at Akron with B. F. Goodrich Co. in sales promotion.

LAMAISON, ROBERT with Renault Selling Branch as vice-pres. and gen. mgr. Born Dax, France, Aug. 8, 1916.

KOUNS, L. T., with Nash - Kelvinator as western sales mgr. since 1949. Born Farmington, Ia., February, 1903. Univ. of Minn. Entered automobile business in 1923 at Ford Motor Co.

KREUSER, THEODORE A., with Bendix Products Div., Bendix Av. Corp. as service sales mgr. since 1943. Born Calmer, Ia., June 24, 1902. Univ. of Illinois, B.S. civil eng. Entered automobile business in 1933 at Chicago with Bendix Products Div. as branch sales mgr.

KUHN, TERRY W., with Bohn Aluminum & Brass Corp. as vice-pres. in chge. sales since 1949. Born Johnstown, Pa., June 20, 1900. Washington & Jefferson, B.S. degree. Entered automobile business in 1928 at Detroit with Bohn Aluminum & Brass Corp. as salesman.

LAAS, A. G., with Studebaker Corp. as chief product engr. since 1952. Born in Buffalo, N. Y., 1901. Cornell Univ., M.E. degree. Entered automobile business in 1924 at Bridgeport, Conn., with Locomobile Co. as research asst.

LAMB, ERNEST P., with Engineering Div. of Chrysler Corp. as executive engr., truck engin. since 1952. Born Middletown, O., Aug. 19, 1902. Detroit Institute of Technology. Entered automobile business in 1917 at Detroit with Packard Motor Co. as a draftsman.

LAMBORN, FREDERICK J., with Chrysler Corp., Dodge Div., as vice-pres. and gen. mgr. since 1943. Born Springfield, O., Oct. 29, 1888. Entered automobile business in 1911 at Detroit with Dodge Bros. as toolmaker.

LANE, PAUL S., with Muskegon Piston Ring Co. as vice-pres. Born Baltimore, Md., 1903. Johns Hopkins Univ., Baltimore Polytech. Entered automobile business in 1922 with Bartlett Hayward Co. at Baltimore as chemist.

LANG, HOWARD K., with Toledo Steel Products Co. as asst. mgr. since 1952. Born Toledo July 9, 1901. Mt. Herman Boy's School, Ohio State. Entered automobile business in 1923 at Minneapolis with Reinhard Bros. Co. as salesman.

LANGHAMMER, A. J., with Chrysler Corp. as pres. of Amplex Div. since 1937. Born in Covington, Ky. B.M.E. and M.E. Cincinnati Univ. 1916. Entered automobile business in 1910 as toolmaker with Auto Crankshaft Co., Detroit.

LARKIN, STOREY M., with Caldwell, Larkin & Co., Inc., Indianapolis, as vice-pres. since 1945. Born in Franklin, Ind., Apr. 29, 1897. Butler College. Entered automobile adv. business in 1922 at Indianapolis with Sidener & Van Riper Adv. Co. as copywriter.

LAUGHLIN, THOS. F., with Studebaker Corp. as asst. sales mgr. since 1914. Born Hot Springs, Ark., 1894. High school. Entered automobile business in 1911 at Hot Springs, Ark., with Westcott Motor Car Co. as mechanic's helper.

LaVIEZ, LEE R., with L. Sonneborn Sons, Inc., as sales mgr. since 1938. Born Towson, Md., Feb. 1899. Univ. of Maryland. Entered automobile lubricants field in 1920 at Baltimore with Pittsburgh Oil Refining Corp.

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Masland Duran . . . a sales plus in any car. Beautifully quilted! Distinctive patterns and colors! Practical, durable and easy to clean. Also available in smooth finishes. Insist on Masland Duran—*accept no substitutes.*

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ONLY MASLAND MAKES DURAN
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AUTOMOTIVE NEWS FAMILY ALBUM

LAWLER, NORMAN F., with Geyer Adv., Inc., as vice-pres., Detroit office, since Apr. 1, 1953. Born Alexandria, Va., July 1, 1905. Devitt Prep., U. of Virginia, Strayers Bus. Coll., Amer. Inst. of Banking. Entered automobile business in 1938 at Detroit with McCann-Erickson as acct. exec.

LINDQUIST, MEL B. with Ford Motor Co. as gen. industrial relations mgr. since 1945. Born in Denver, Colo., June 7, 1909. Univ. of Colo., A.B., LL.B. Entered automobile business in 1937 with Murray Corp. as industrial relations manager.

LITCHFIELD, PAUL W., with Goodyear Tire & Rubber Co. as chmn. of bd. and chief exec. officer since 1940. Chmn. of bd. and pres. Goodyear Aircraft Corp. Born Boston, July 26, 1875. Mass. Inst. of Tech., science degree. Entered tire business in 1900 at Akron with Goodyear Tire & Rubber Co. as supt.

LITTLEY, RAYMOND F., with The Budd Co. as vice-pres., chge. of automotive sales, since 1951. Born Philadelphia, Pa., Apr. 13, 1906. High school. Entered automobile business in 1925 at Philadelphia with The Budd Co. in accounting dept.

LODGE, HENRY D., with Arrow Safety Device Co. as sales mgr. since June 1, 1947. Born Philadelphia Jan. 20, 1908. St. Joseph's College, Temple Univ., Rutgers Univ. law school, LL.B. degree. Entered automotive business in 1946 at Mt. Holly, N. J., with Arrow Safety Device Co. in sales dept.

LAYTE, RALPH R., with Purolator Products, Inc., as pres. since 1941. Born in Boston. Acadia Univ. Entered automobile business in 1925 with Purolator Products, Inc., as exec. vice-pres.

LINFORTH, JOHN M., with Goodyear Tire & Rubber Co. as vice-pres. since 1940. Born Philadelphia, Sept. 30, 1896. Univ. of Pennsylvania, A.B. degree 1917. Entered automobile business in 1922 at Akron with Goodyear Tire & Rubber Co.

LITTLE, H. G., with Campbell - Ewald Co. since June, 1944; pres. since Oct. 1, 1952, and chmn. of the board since Feb. 17, 1953. Born New York City Oct. 27, 1901. Entered automobile business in 1940 with Nash Motors Div. as adv. mgr.

LLOYD, J. SAXTON, past pres. National Automobile Dealers Assn. (1952), pres. Daytona Motor Co., Daytona Beach, Fla. Born Savannah, Ga., on Nov. 9, 1907. Entered automobile business in 1926 at Daytona Beach, Fla., with Daytona Buick dealership as serv. dept. employee.

LONG, RAY A., with Divco Corp., as pres. and gen. mgr. since Jan. 1949. Born in Detroit, Mich., June 28, 1888. Entered automobile business in 1905 at Detroit with Reliance Motor Truck Co. as draftsman.

LEE, JAMES A., with Nash-Kelvinator Corp., dir. of Nash purchasing since 1944. Born Wesson, Miss., Aug., 1900 Texas A. & M. Coll., Tulane Univ. Entered automobile business in 1926 as a buyer and sales mgr., automotive parts jobber in Louisiana.

LEE, JAMES W., II, with Ivy Lee and T. J. Ross, pub. rel. firm, as partner since 1934. Born Brooklyn, N. Y., Oct. 4, 1906. Princeton, A. B. degree. Entered automobile business in 1931 at Detroit and New York on Chrysler acct.

LEMMER, HARRY J., with Waukesha Motor Co. as adv. mgr. since 1951. Born Portland, Ore., in 1911. Northwestern Univ. With present company since 1943.

LEONARD, CHARLES J., with Kaiser - Frazer Corp. as adv. mgr. since 1951. Born Dubuque, Iowa, in 1916. Northwestern Univ. Entered automobile business in 1946 at Long Beach, Calif. with Kaiser-Frazer as chief expediter.

LEUKHARDT, ARTHUR R., with Midland Steel Products Co. as asst. sales mgr. Power Brake Div., since 1947. Born Wilmerding, Pa., Jan. 24, 1903. Carnegie Tech. Entered automobile business in 1924 at Pittsburgh, Pa., with Westinghouse Air Brake Co. as field rep.

LEUKHART, GEO. A., with National Used Car Market Report, Inc., as gen. mgr. since 1930. Born Indianapolis. Business administration. Entered automobile business prior to 1910 at Indianapolis with Atlas Engine Works.

LEWIS, JAMES F., JR., with Champion Spark Plug as vice-pres., pur. & adv. since 1948. Born New York, N. Y., in 1908. Milford school, Univ. Mich., A. B. Entered automobile business in 1931 in Toledo with Champion Spark Plug Co. as factory employe.

The Ashton Model 10-D demountable wrecker is designed for mounting on any ¾-1 ton pickup having a 4-speed transmission and helper springs. It is ideal for emergency calls ranging from tire changes to passenger car tow jobs . . . it does many lifting jobs in the yard or in the shop . . . or with the boom, supports and tow plate removed there is plenty of clear space in the box for ordinary pickup work. The 10-D has ample winching power, safety controls, safety boom lockpins, safety chains plus the Ashton spacer and lift bar assembly.

MODEL 10-D

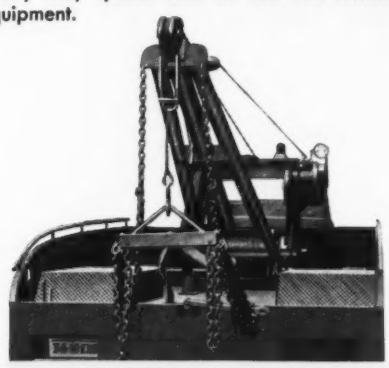
This Ashton wrecker mounts on 1½-2 ton chassis and is equipped for heavy lifting and recovery work. The 3½ ton capacity crane and 7½ ton winch safely handles the load. The features include: Extra strong, forward-mounted, all steel "A" frame which gives maximum weight distribution and more usable body space. Four-line cable suspension. Hand winch, improved power take-off and drive linkage plus safety chains, remote controls, and the Ashton spacer and lift bar equipment.

MODEL 19-51 BW

only Ashton OFFERS SO MUCH WRECKER EFFICIENCY AND VALUE AT SUCH LOW PRICES

MODEL 34-10 EXB

Maximum strength and efficiency are featured in this powerful wrecker. Mechanical features include: Forward mounted, solid steel "A" frame, telescopic extension boom which can be raised or lowered from 0° to 80°. Boom extends from a normal 8½′ (towing position) to 14′. New four-line cable suspension gives essential support at center and end of boom. Boom capacity 10 tons, power winch 15 tons, hand winch 5 tons. Self centering boom head. Standard and extra heavy duty spacer and lift bar are standard equipment.



MODEL 19-51 EXB

America's most versatile power wrecker and mobile crane. The extension boom quickly recovers difficult wrecks without complicated rigging, raises heavy loads 14′ high. Ideal, dual purpose unit for construction and municipal jobs. Features include: Solid, forward-mounted "A" frame, telescopic boom raises from 0° to 80°, self-aligning boom head, new double cable suspension, with sheaves at center and end of boom. Power winch 7½ tons safe load, 2 ton hand winch, all-steel all-welded body, safety tread floor, Ashton spacer and lift bar assembly. Remote control levers.

ASHTON POWER WRECKER EQUIPMENT CO., INC.
1701 W. LAFAYETTE AVE. WOodward 3-1996 DETROIT 16, MICHIGAN

AUTOMOTIVE NEWS FAMILY ALBUM

LONGENECKER, E. D., with Lincoln - Mercury Div. as national service mgr. since 1949. Born Anderson, Ind., Sept. 20, 1899. Purdue Univ., B. S. in mech. engrg. Entered automobile business in 1928 at Pontiac, Mich., with Pontiac Motor Div. as zone service rep.

MacGREGOR, B. N., with Packard Electric div., GM Corp., as gen. mgr. since 1933. Born Princeton, Ind., 1894. Purdue Univ., Muskingum Coll., B.S. degree. Entered automobile business in 1919 with Packard Electric Co. as salesman.

MacPHERSON, EARLE S., vice-pres. engin., Ford Motor Co. Born in Highlnd Park, Ill., July 6, 1891. Graduated from Univ. of Illinois in 1915, B.S., M.E. degree. Started with Chalmers Motors Co. laboratory in Detroit.

MALLON, WILLIAM L., Past - Pres. NADA (1945-'46); dir. NADA since 1938. Born New York City July 18, 1884. Entered automobile business in 1913 at Newark, N. J., as dealer.

MANDEL, JOSEPH C., with The Premier Autoware Co. as president.

LOPPNOW, EDWARD C., with Buick Motor Div. as asst. to gen. sales mgr. Born in La-Moure, N. D., Feb. 27, 1912. Univ. of North Dakota, B. S. degree. Entered automobile business in 1936 as a field representative for GMAC.

MacNICHOL, GEORGE P., JR., with Libbey-Owens - Ford Co. as exec. vice-pres. since Jan., 1953. Born Wyandotte, Mich., May 8, 1899. Univ. of Michigan, Yale Univ.

MAKEMSON, S. K., with John Wood Co., Bennett Pump Div., Muskegon, Mich., as vice - pres. and gen. sales mgr. Born Logan Co., O., July 25, 1907. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1925 at Detroit with Buick Motor Co., sales dept.

MANDEL, JACK N., with The Premier Autoware Co. as chmn. of the bd. of directors.

MANN, GEORGE, JR., gen. mgr., AC Spark Plug Div., GM Corp. Born in Baltimore, Md., Oct. 18, 1888. Joined AC Jan. 1, 1919, at Flint, Mich. as cost accounting supervisor.

LOTT, DOYLE W., with Reo Motors, Inc., Lansing, Mich., as adv. mgr. since April, 1949. Born Mason, Mich., Nov. 30, 1918. High school; Mich. State, B.A. Entered automobile business in 1947 in Lansing with Reo as asst. adv. mgr.

LUNDBERG, EVERETT E., with Briggs Manufacturing Co. as pres. and gen. mgr. since Feb., 1952. Born in Amesbury, Mass. Graduate of Technical School for Automobile Body Designers and Engrs., N.Y.C. Joined Briggs in 1923 as chief draftsman.

LUNDEEN, GILBERT W., with Muskegon Piston Ring Co. as vice-pres. since 1944. Born Chicago, April 21, 1903. LaSalle Ext. Univ. Entered automobile business in 1928 at Muskegon, Mich., with Muskegon Piston Ring Co. as secy.

LYON, G. ALBERT, with Lyon, Inc., as pres. since 1930. Born Philadelphia, Aug. 21, 1881. Temple Univ. Entered automobile business in 1909 at Philadelphia with Lyon Non-Skid Co. as pres.

LYON, GEORGE A., JR., with Lyon, Inc., as vice - pres. since 1943. Born Philadelphia, Pa., April 8, 1919. Mercersburg Acad., Warton School of Univ. of Pa. Entered automobile business in 1940 at Detroit with Lyon, Inc.

LYONS, GERRY E., with Willys - Overland Motors, Inc., as vice-pres. in charge of sales. Born in Boston, Mass., in 1901. Entered automobile business with Willys-Overland in 1922.

MACAULEY, J. B. with Ethyl Corp. since 1945, named dir. of research 1947. Born in Washington, D. C., Apr. 2, 1896. Attended Univ. of Ill. Entered automobile business in 1919 as apprentice with Packard Motor Car Co.

SELL "How to Pay"

AUTOMOTIVE NEWS FAMILY ALBUM

MANSFIELD, JOHN P., with Plymouth Div., Chrysler Corp., as pres. since 1952. Born Milwaukee, Wis., Oct. 31, 1903. Attended Mercersburg (Pa.) Academy. Entered automobile business in 1920 as factory worker with Dort Motor Co. at Flint, Mich.

MARIEN, MELVIN W., with Ramsey Corp. as chief engr. since 1945. Born St. Louis, Nov. 1, 1908. Washington Univ. of St. Louis, B.S. degree. Entered automobile business in 1930 at St. Louis with Ramsey Corp. as engr.

MARSHALL, GEORGE W., JR., Raybestos-Manhattan, Inc., vice-pres. in chg. of Asbestos Products Sales since 1951. Born Dayton, O., Feb. 21, 1905. Deerfield Acad. Amherst, Univ. of Penn., B.A. Entered automobile business in 1929 at Manheim, Pa., with Raybestos-Manhattan, Inc., U. S. Asbestos div., as pur. agt.

MARTIN, ROYCE G., with Electric Auto-Lite Co. as pres. and chmn. of board since 1944. Born Clint, Tex., St. Patrick's Acad., St. Aloysius Acad. Entered automobile business in 1918 at Toledo, O.

MATHEWS, VERNER P., with Buick Motor Div. as chief engineer. Born in Cleveland, O., Sept. 5, 1895. Case Institute of Technology, M.E. Degree. Entered automobile business in 1917 with Eaton Manufacturing Co., Cleveland.

MARA, WILLIAM A., with Bendix Aviation Corp. as dir. adv. and publicity since 1947. Born St. Louis, Sept. 29, 1895. St. Louis Univ. Entered automobile business in 1944 at Detroit with Bendix Aviation as staff exec.

MARKEY, JOHN C., with The Aro Equipment Corp. as pres. since 1930. Born Defiance, O., May 31, 1889. Ohio Wesleyan Coll. Entered automobile business in 1910 at Defiance, O., as automobile salesman.

MARTIN, JOHN E., with Dana Corp. as exec. vice-pres. since April 1, 1952. Born Covington, Ga., Dec. 11, 1904. Bryson Coll. Entered automobile business in 1947 at Akron with Firestone Steel Products Co.

MASON, GEORGE W., with Nash-Kelvinator Corp. as chmn. and pres. since 1948, and pres. A.M.A. since 1946. Born in Valley City, N. D., March 12, 1891. Univ. of Mich., B.S. degree. Entered automobile business in 1913 at Detroit with Studebaker Corp. in mfg. div.

MATTHEWS, LESTER G., with Sealed Power Corp. as vice-pres. and treas. Born in Baltimore, Jan. 10, 1889. One year high school. Entered automobile business in 1920 at Baltimore with No-Leak-O Piston Ring Co. as gen. mgr.

MAXWELL, LLOYD, with Roche, Williams & Cleary, Inc., as exec. vice-pres. Born Hicksville, O. Univ. of Chicago. Entered automobile business in 1909 at Chicago with Staver Motor Car Co. as gen. sales mgr.

McCAFFREY, JOHN L., with International Harvester as pres. since 1946. Born Fayetteville, O., Sept. 23, 1892. High school. Started with I.H.C. in 1909 as clerk in Cincinnati branch.

McCALL, CHARLES D., with New Departure Div., GM Corp., as gen. sales mgr. since Oct., 1951. Born Rochester, N. Y., 1899. Univ. of Pittsburgh; O. State, B.M.E. degree. With New Departure Div. since 1933.

McCORMICK, THOMAS G., with Ross Roy, Inc., as exec. vice-pres. since 1936. Born in Detroit, Mich., Feb. 11, 1908. High sch. 4 yrs, college 2 yrs. Entered automobile business in 1923 at Detroit, Mich., with Dodge Bros. as office clerk.

McCUEN, CHARLES L., with Research Lab. Div., GMC, as gen. mgr.; vice-pres. GM Corp. since 1940. Born Stockton, Cal., May 22, 1892. Polytechnic Coll. of Engrg. (hon.) B.S. degree. Entered automobile business in 1913 at Oakland with Cole-California Car Co. as vice-pres.

McDOUGAL, JOSEPH W., with Miller Mfg. Co. as pres. and gen. mgr. since 1942. Born in Carroll Co., Tenn., Feb. 17, 1900. Union Univ. Entered automobile business with Paige-Detroit Motor Car Co. in 1922 as accounts payable clerk.

McDOUGALD, A. F., with White Motor Co. as motor coach sales mgr. since 1946. Born Thomasville, Ga. Grad. Georgia Tech. Entered automobile business in 1937 as development engr. for Capital Transit Co.

TO SELL USED CARS!

Once you win used car prospects with good cars and fair prices, you can *hold* them with better financing service.

In fact, you may stop many "walkouts" by presenting the extra values of GMAC financing—*during your car sales talk.*

Explain how the flexible GMAC Thrift-Guard Time Purchase Plan helps them continuously. It saves time and trouble in arranging credit service. It saves worry afterward. It gives the greatest value at low cost and its monthly payments can be thoroughly comfortable, yet extremely thrifty.

Selling this Plan aims all your sales time directly towards the dotted line. And you win all these extra profits: (1) Control of the whole transaction. (2) Gross from time contracts. (3) Extra business from satisfied customers. (4) Repeat sales from GMAC service.

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The GMAC Thrift-Guard Plan available only through General Motors Dealers:
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GENERAL MOTORS ACCEPTANCE CORPORATION

AUTOMOTIVE NEWS FAMILY ALBUM

McFALL, THURLOW E., with Muskegon Piston Ring Co. as pres. since 1925. Born Milan, Mich., 1888. Public school. Entered automobile business in 1920 at Muskegon with Sealed Power Co. as foundry supt.

McGINNIS, FRANK J., with Ford Motor Co. as mgr of adv. sales prom. and trng., Ford Div., since Jan., 1950. Born Toledo, O., Oct. 19, 1902. Univ. of Notre Dame. Entered automobile business in 1920 at Toledo with Willys-Overland as office boy in adv. dept.

McGOVERN, JAMES L., JR., with Raybestos div. of Raybestos-Manhattan, Inc., as replacement sales manager since Aug., 1945. Born Bridgeport, Conn., Apr. 21, 1903. Entered automobile business in 1925 at Bridgeport with Raybestos in factory.

McINTYRE, BROUWER D., with Monroe Auto Equipment Co. as pres. and gen. mgr. since 1937. Born in Dundee, Mich., Feb. 26, 1905. Univ. of Mich., B.D. in Engrg. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co. as engr.

McINTYRE, WILLIAM D., with Monroe Auto Equipment Co. as exec. vice-pres. and treas. since 1947. Born Dundee, Mich., Dec. 5, 1906. Michigan State College. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co.

McGINN, HOWARD J., with Eaton Mfg. Co. as president since 1951. Born New York City, May 13, 1888. Entered automobile business in 1913 at Chicago with National Lockwasher Co. as salesman.

McGOVERN, J. W., with United States Rubber Co. as vice-pres. Born in Philadelphia, Pennsylvania. Joined United States Rubber Co. in Control Division, Cambridge, Mass., 1920.

McINERNEY, JAMES L., with McInerney Spring & Wire Co. as pres. and gen. mgr. since 1930. Born Elmira, N. Y., Jan. 17, 1888. Entered automobile business in 1925 at Grand Rapids, Mich., with National Spring & Wire Co. as gen. mgr.

McINTYRE, CHARLES S., with Monroe Auto Equipment Co. as vice-pres. and secy. since 1947. Born Monroe, Mich., 1912. Univ. of Michigan. Entered automobile business in 1935 at Monroe with Monroe Auto Equipment Co. as secy. and sales mgr.

McKAY, ROBERT D., past pres. NADA. Chrysler-Plymouth dealer in Wichita, Kans., since 1933. Auto dealer since 1915.

McKINLEY, CHARLES W., with AC Spark Plug Div., GM Corp., as chief engr. automotive products, since 1931. Started with AC in 1925. Born Toledo, O., 1888. Cornell Univ. Entered automobile business in 1906 at Toledo, O., with Pope Toledo Automobile Co. as engine designer.

McKINLEY, WM. A., with Midland Steel Products Co. as pres. since 1952. Born Caseville, Mich., 1895. Univ. of Mich., B.S.M.E. Entered automobile business in 1919 at Detroit with Detroit Pressed Steel Co. as draftsman.

McQUEEN, LOREN A., with General Tire & Rubber Co. as vice-pres. in charge sales since 1940. Born Superior, Wis. Univ. Wisconsin. Phi Delta Theta fraternity. Entered automobile business at Akron as sales correspondent.

McQUIGG, JOHN L., with Lennen & Newell, Inc., as exec. vice-pres. since June, 1952. Born Los Angeles, Oct. 11, 1907. Univ. S. Calif. Entered automobile business in 1937 at Kenosha with Geyer, Newell & Ganger as acct. exec., Nash acct.

MENDLER, EDWARD C., with Studebaker Corp. as vice-pres. since 1951. Born New York City. Pace Inst. C.P.A. Entered automobile business in 1927 at Philadelphia with Studebaker subsidiary as treas.

MERRILL, S. CLIFFORD, Timken Roller Bearing Co. as asst. gen. mgr. automotive div., since 1936. Born Montreal, Cana., 1896. St. Mary's Coll., Columbia Univ., M.E. degree. Entered automobile business in 1924 at New York with Timken Roller Bearing Co. as sales engr.

METZEL, HAROLD N. with Oldsmobile div. General Motors as chief engr. since 1951. Born Peoria, Ill., May 1, 1904. Bradley Coll. Peoria, Ill., B.S. Entered automobile business in 1928 at Lansing with Oldsmobile as expr. tester, engrg. dept.

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STATE

AUTOMOTIVE NEWS FAMILY ALBUM

MEYER, DONALD W., owner, Truckstell Co., pres., Truckstell Mfg. Co. since 1943. Born in Charles City, Ia., 1895. St. John's Military Acad. Entered automobile business in 1921 at Los Angeles with Ruckstell Sales and Mfg. Co. as branch mgr.

MITCHELL, JOHN J., with Liquid Glaze, Inc., as pres. since 1946. Born Chicago, Ill. B.A. degree. Entered automobile business in 1946 at Lansing, Mich., with Liquid Glaze, Inc., as pres.

MONAGHAN, C. P., with Packard Motor Car Co. as dir. of public relations since 1952. Born Minnesota, Mar. 23, 1906. Entered automobile business at Detroit in 1952 with Packard.

MOONEY, JAMES D., with F. L. Jacobs Co. as pres. since Jan., 1953. Born Cleveland, O., Feb. 18, 1884. Case Institute of Tech., B.S. in Mining Engrg. M.E., Doctor of Engrg.; N. Y. Univ., B.S. in Marketing. Entered automobile business in 1921 at Detroit with GM Corp. as vice-pres.

MORGAN, WM. C., JR., with Walker Mfg. Co. as vice-pres. in chge. orig. equipment sales since Jan., 1951. Born Tyler, Tex., Jan. 1, 1902. Texas A. & M., Univ. of Texas, E.M. degree. Entered automobile business in 1926 at Detroit with Chrysler Corp. as proj. engr.

MICHEL, CLARENCE A., with Guide Lamp Div., GMC, as gen. mgr. since 1941. Born Cleveland, O., Dec. 31, 1893. Case Inst. of Tech., B.S. degree. Entered automobile business in 1915 at Cleveland with Guide Motor Lamp Mfg. Co. as cost clerk.

MOGGE, ARTHUR R., with Arthur R. Mogge, Inc., adv. agcy., as pres. since 1927. Born Geneva, N. Y. Indiana Univ., A.B. degree. Entered automobile business in 1919 at Indianapolis with Gibson Co. as sales prom. mgr.

MONAGHAN, PHILIP J., with GMC Truck & Coach Div. of GM Corp. as gen. mgr. since 1953. Born Detroit, Oct. 5, 1914. Georgetown Univ. Entered automobile business in 1936 at Detroit with Fisher Body Div. as helper.

MOORE, CHARLES F., dir. of public relations, Ford Motor Co., since April, 1952. Born March 5, 1903, Beverly, Mass. Dartmouth Univ.

MORRISON, RALPH W., with Aro Equipment Corp. as vice-pres. and director since 1950. Born Streator, Ill., Jan. 23, 1906. Entered automobile business in 1935 at Chicago with Independent Pneumatic Tool Co. as sales engr.

MIDDLETON, PAUL F., with Arrow Safety Device Co. as gen. mgr. and secy. since 1948. Born Camden, N. J., Dec. 20, 1902. Syracuse Univ., B.S. degree; Harvard Law School, LL.B. degree. Entered automotive business in 1942 as attorney for Arrow Safety Device Co., Mt. Holly, N. J.

MILLAR, JOHN R., with National Automotive Fibres, Inc., as chmn. of the bd. since Apr., 1947. Born Oakland, Calif., Jan. 23, 1887. Manchester Sch. of Tech., England, Textile Engin. Entered automobile business in 1928 as founder and pres. of National Automotive Fibres, Inc.

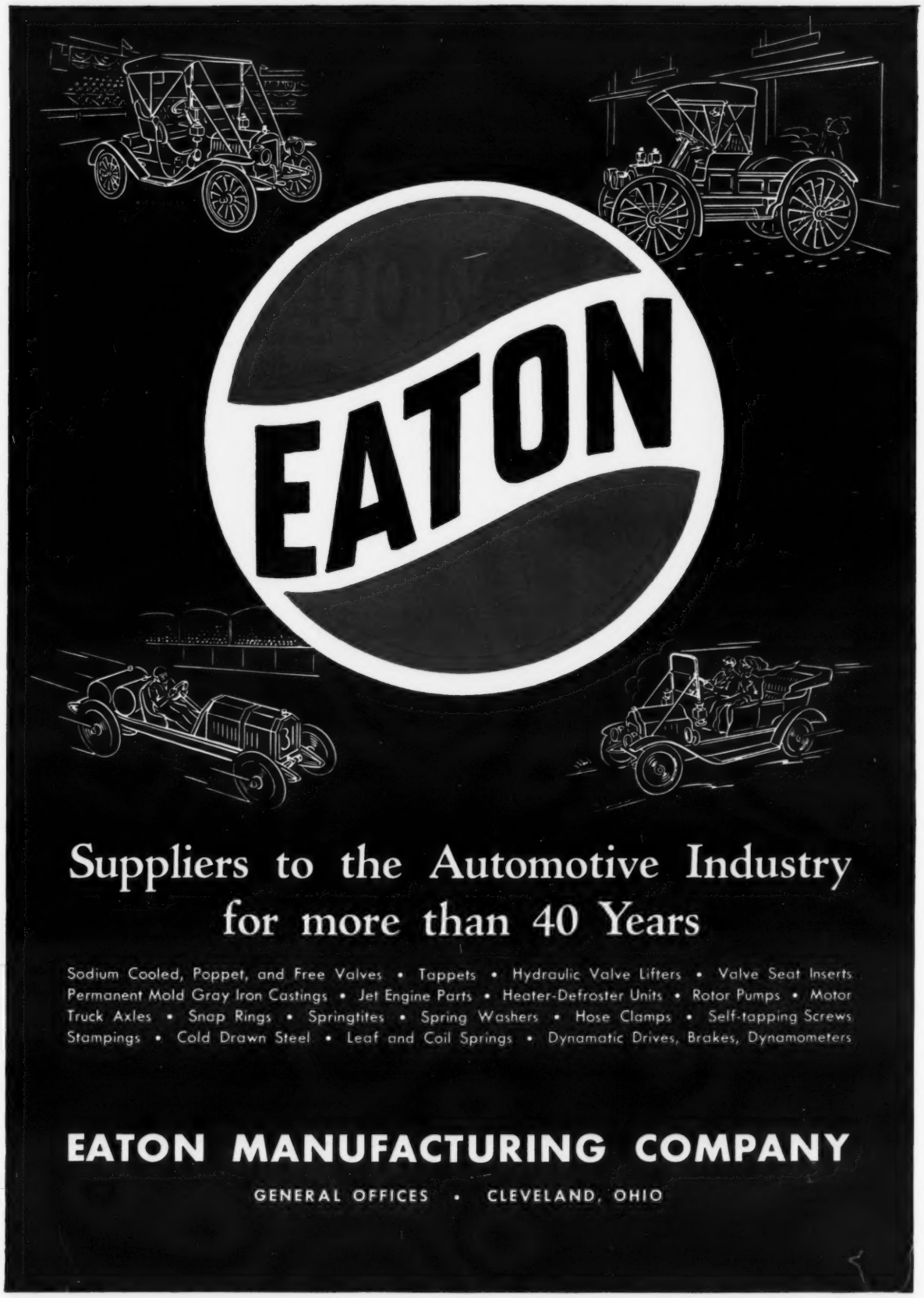
MILLER, FRANKLIN A., with Raybestos-Manhattan, Inc., since 1948 as dir. of mktg. and mdse., with company since 1932. Born Cincinnati, O. Northwestern Univ. Entered automobile business in 1912 at Chicago with Stromberg Motor Devices Co. (carburetor) as adv. mgr.

MILLER, MICHAEL, with Kaiser-Frazer Corp. as exec. vice-pres. since 1951. Born in New York City May 29, 1900. Asso. with various Kaiser enterprises on West Coast since 1931.

MILTON, WALTER S., with Hudson Motor Car Co. as dir. of service since 1946. Born Lumpkin, Ga., Jan. 19, 1903. Entered automobile business in 1921 at Denver, Colo., as retail salesman for Hudson distributor. Joined Hudson in 1932.

MINKEL, LEWIS EDWARDS, with Studebaker Corp. Pacific Div., as west coast sales mgr., since July, 1948. Born La Porte City, Ia., June 6, 1905. Univ. of Iowa, A.B. degree. Entered automobile business Aug. 16, 1944, at Los Angeles with Studebaker Pacific Corp. as regional manager.

MITCHELL, DON R., pres. and gen. mgr. of The Mitchell-Bentley Corp. and Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso, Mich., July 24, 1903. GMC Inst. of Tech.; Central Mich. Coll., Hon. Masters. Entered automobile business in 1921 at Corunna, Mich., with Weatherproof Body Corp. as sales mgr.



AUTOMOTIVE NEWS FAMILY ALBUM

MORRISON, RAY L., exec. vice-pres., The DeVilbiss Co., Toledo, O. Born in Dawson, Pa., 1899. Entered automobile business in 1924 at Pittsburgh with Westinghouse Air Brake Co. as service rep.

MORTELL, JAMES F., with Vibradamp Corp. as vice-pres. since 1952. Born Kankakee, Ill., on Feb. 28, 1926. Graduate Univ. of Notre Dame, 1949., B.S. Commerce. Entered automobile business in 1949 at Jackson, Mich., with Vibradamp Corp. in Production dept.

MOULDER, PETER V., with International Harvester Co. as exec. vice-pres. since 1946. Born Fargo, N. D., 1892. High school. Started with International Harvester in 1910 as clerk.

MUNN, C. G., with Reynolds Spring Co. as pres. since 1927. Born Chicago, 1890. Entered automobile business in 1922 with American Twist Drill Co.

MURBARGER, RICK E. with Sealed Power Corp. as gen. sales mgr. since 1951. Born Indianapolis, Ind. Wabash college.

MORTELL, J. W., with Vibradamp Corp., as chmn. of the bd. since 1951. Born Kankakee, Ill., 1892. Entered automobile business in 1928 with J. W. Mortell Co. as pres.

MORTELL, JOHN E., with Vibradamp Corp. as pres. & gen. mgr. since 1951. Born Kankakee, Ill., 1918. Graduate, Notre Dame Univ. 1941. Entered automobile business in 1946 at Jackson, Mich., with Vibradamp Corp. as secy.-treas.

MUMMERT, ARDEN J., with McQuay - Norris Mfg. Co. as pres. since 1950. Born St. Louis Mo., 1889. Purdue U., B.S.M.E. Entered automobile business in 1912 at Indianapolis, Ind., with Cole Motor Car Co. as junior engr.

MUNN, JOHN O., advisory editor, Automotive News. Born Watertown, S. D., Sept. 7, 1886. Entered automobile business in 1909 at Toledo with Willys-Overland as asst. adv. mgr.

MURDOCK, MALCOLM P., with Ethyl Corp. as vice-pres. in chge. of sales, dir., since 1952. Born Melrose, Mass., Dec. 9, 1905. Cornell Univ., A.B. degree. Entered automobile business as field rep. with Ethyl Corp. in 1933.

MYERS, HARRY D., with Standard Products Co. as pres., gen. mgr. and dir. since 1947. Born Cleveland, O., Nov. 20, 1904. Entered automobile business in 1929 at Cleveland, O., with Thompson Products, Inc., as dir. of pur.

MYERS, JAMES L., pres. and chmn. of bd., Clevite Corp. (formerly The Cleveland Graphite Bronze Co.) since 1952. Born Elizabeth, N. J., Sept. 25, 1890. Pingry Sch.; Stevens Inst. of Tech., M.E. degree. Entered automobile business in 1912 at Lansing, Mich., with Olds Motor Works as engin. draftsman.

NADAL, ROBERT R., with Lincoln - Mercury Div., Ford Motor Co., as mgr. product sales and service since 1952. Born Olivet, Mich., Oct. 9, 1914. Drury Coll.; Harvard Grad. School of Bus. Admin., M. in Bus. Admin. Entered automobile business in 1946 at Dearborn with Ford as used car and truck sales dept. mgr.

NANCE, JAMES J., with Packard Motor Car Co. as pres. since 1952. Born Ironton, O., Feb. 19, 1901. Ohio Wesleyan Univ., B.A. degree. Entered Automobile business in 1952 with Packard as pres.

NASH, JEROME B., with Buick Motor Div. as asst. gen. sales mgr. in charge midwest and western regions. Born 1893 Spokane, Wash. Washington State Coll. Entered automobile industry as Buick district mgr., Waterloo, Ia.

NAVE, HENRY J., with White Motor Co. as dir. of serv. and ind. sales since 1950. Born Attica, Ind., 1913. B.S.C. Temple Univ., Entered automobile business in 1936 with Firestone Tire & Rubber Co. as college sales trainee.

NEALON, FRANK A., with Nealon-Gruber Co., Toledo, O., since 1951. Born Anaconde, Mont., Jan. 26, 1895. Entered automobile business in 1928 at Cleveland, O., with Packard Electric Co. as representative.

When there's a BIG bearing job to do...

Today's higher-powered engines, with the need for faster starts and quicker stops, are imposing new and extra loads on automotive bearings. Keeping pace with these needs are Hyatt Roller Bearings. Preferred by leading automotive manufacturers since the industry began, Hyatts are still leading the way—meeting these greater demands with advanced methods of manufacturing, modern heat treatment and rigid inspection from raw materials to finished bearings. As a result, Hyatts virtually eliminate friction, reduce wear. They need a minimum amount of attention. And they provide longer life. There's a size and type for every automotive application. Hyatt Bearings Division, General Motors Corporation, Harrison, N. J., Detroit, Mich.

HYATT ROLLER BEARINGS

AUTOMOTIVE NEWS FAMILY ALBUM

NELKIN, EDWIN C., with the Carlile Guaranty as sales mgr. since 1951. Born Peru, Ind., Feb. 15, 1905. Entered automobile business in 1928 at Detroit with Socony-Vacuum Co. as salesman.

NORWOOD, JOHN E., with Sealed Power Co. as sales mgr. since 1943. Born Baltimore, Md., Feb. 19, 1898. Polytechnic Inst. Entered automobile business in 1918 at Baltimore with No Leako Piston Ring Co.

O'BRIEN, IRVING T., with Chrysler Corp. as asst. to gen. mgr. since 1943 and in chge. of subsidiary operations since Aug., 1949. Born Saginaw, Mich., July 11, 1891. Entered automobile business in 1910 at Flint, Mich., with Buick Motor Co. as workman.

OCHS, CLARENCE I., with Eaton Mfg. Co. as Chmn. of Bd. since 1951. Born in Boston, Mass. Entered automobile business in 1916 at Cleveland, O., with Torbensen Gear & Axle Co., as pur. agt.

OLEN, WALTER A., with Four Wheel Drive Auto Co. as chmn. of bd. and dir. Born in Winneconne, Jan. 31, 1875. Valparaiso Law School LL.B. Entered automobile business in 1910 at Clintonville, Wis., with Four Wheel Drive Auto Co., as pres. and gen. mgr.

NEWBERG, WILLIAM C., with Dodge div., Chrysler Corp. as pres. since Sept., 1951. Born Seattle, Wash., Dec. 17, 1910. Univ. of Washington, B.M.E.; Chrysler Inst. of Engineering, M.M.E. Entered automobile business in 1932 with American Automobile Co. at Seattle as salesman.

OARE, ROBERT L., with Associates Investment Co. as Chmn. of the Bd. since 1951. Born in South Bend, Ind., on Oct. 13, 1912. Dartmouth Coll., A.B., Yale Univ., LL.B. Entered automobile business in 1947 at South Bend, Ind., with Associates Investment Co. as dir.

O'BRIEN, JOHN DAVID., with General Motors Corp., gen. mgr. Inland Mfg. Division, Dayton, O. Born at Cincinnati, O., Jan. 21, 1896. Received B.S. degree from St. Xavier Coll., 1914. Joined Inland in 1922 as purchasing agt.

O'CONNOR, MORGAN J., (Mike), with Nash Motors, Div. of Nash-Kelvinator Corp., as dir. of public relations since 1952. Born St. Thomas, Ont., Can., Apr. 5, 1916. Univ. of Detroit. Entered automobile business in 1936 at Detroit with Briggs Mfg. Co. in the employment office.

OLIVER, HARRY C., with U. S. Rubber Co. as sales mgr., U. S. Tires Div., since Sept. 1952. Born Allendale, S. C. Citadel and College of Charleston, A.B. With U. S. Rubber since 1939.

NEWELL, HERMAN W., with Lennen & Newell, Inc., as pres. since June, 1952. Born Bellefontaine, O., Dec. 18, 1897. Dartmouth, A.B., and M.C.S.

NEWMAN, JAMES J., with B. F. Goodrich Co. as vice-pres. since 1931. Born Brooklyn, N. Y., March 11, 1889. New York Univ., B.S.C. degree.

NICHOLL, J. FERRELL, with Lumite Div., Chicopee Mills, Inc., as vice-pres. since 1949 and gen. mgr. since 1948. Born Blanket, Tex., Aug. 20, 1906. Ga. Tech., B.S. degree. Entered automobile business in 1945 at New York with Lumite Div. as mgr. upholstery fabric section.

NIELSEN, A. B., with DeSoto Div., Chrysler Corp., as eastern sales mgr. since Jan. 1946. Born July 24, 1900, in Ft. Wayne, Ind. Business school. Entered automobile business in 1915 at Flint, Mich., as payroll clerk for Chevrolet Motor Co.

NORDSTRUM, G. W., with Aetna Ball and Roller Bearing Co. as chmn. of board. Born Chicago, Oct., 1885. Educated Chicago. Entered automobile business in June, 1917, forming Aetna Ball Bearing Mfg. Co. as secy., treas. and gen. mgr.

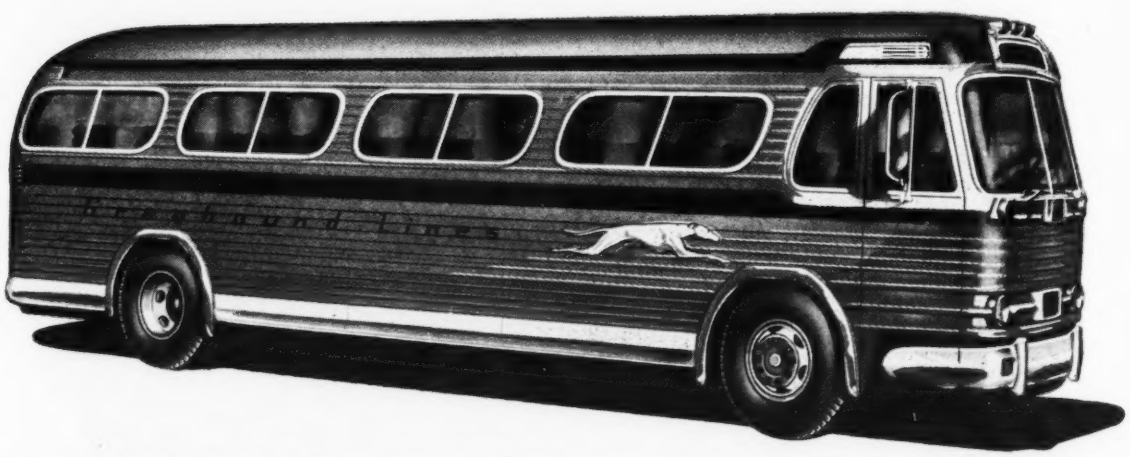
NORTHRUP, H. M., with Hudson Motor Car Co. as vice-pres. since March, 1942, with company since 1919. Born in Michigan. College Mines & Tech. Entered automobile business in 1915 at Detroit with Dodge Brothers.

NORTON, WILBUR H., with R. M. Hollingshead Corp. as pres. since April, 1952. Born Dec. 2, 1903, Hampton, N. H. Entered automobile business in 1948 at Detroit with GM Corp. as vice-pres. in chge. of merchandising.

FOR GREATER SAFETY

VICKERS *Greyhound Specified* HYDRAULIC POWER STEERING

on 400 New Coaches



Always searching for ways to further increase passenger safety, Greyhound Lines selected Vickers Hydraulic Power Steering for the 400 new Model PD-4104 GM Coaches recently purchased.

Vickers Hydraulic Power Steering prevents the possible loss of driver control when a vehicle is forced off the pavement onto a soft shoulder . . . or when a front tire blows out. Extra steering power and quick maneuverability are always available for emergency conditions.

The Vickers System absorbs all road shock and transmits it to the vehicle frame . . . there can be no kick-back at the steering wheel. The driver supplies only enough effort to slightly move a servo valve . . . fatigue is thus greatly reduced and the driver is more alert.

Only minor alterations are usually required to incorporate Vickers Hydraulic Power Steering in new and existing vehicle designs. For further information, ask for new Bulletin M-5104.

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VICKERS *hydraulic*
POWER STEERING
is Effortless
Positive and Shockless

Vickers Hydraulic Power Steering Booster does the actual work of steering

Engine-driven Vickers Vane Pump (with integral volume control and relief valves, and oil reservoir) supplies power for steering.

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ENGINEERS AND BUILDERS OF OIL HYDRAULIC EQUIPMENT SINCE 1921

AUTOMOTIVE NEWS FAMILY ALBUM

O'MADIGAN, DAN, JR., with Pontiac as asst. gen. sales mgr. since 1948 (in charge of West). Born Dec. 13, 1903, at St. Louis, Mo. Washington Univ. (St. Louis) and Univ. of Texas (Austin). Entered automobile business in 1927 with General Motors Acceptance Corp. Joined Pontiac in 1934.

PALMER, W. P., with Arndt-Palmer Lab. as pres. since 1947. Born Rushville, Ind., in 1888. Entered automobile business in 1935 at San Francisco with Palmer Co. as owner.

PARKER, FRED W., JR., with Timken-Detroit Axle Co. as exec. vice-pres. since 1952. Born in Chicago, Apr. 26, 1905. Cornell Univ., M.E. degree. Entered automobile business in 1927 at Detroit with Timken-Detroit Axle Co. as student engr.

PATENGE, WALTER F., with Wohlert Corp. as pres. and gen. mgr. since 1944. Born Bay City, Mich., 1898. Mich. State College, B.E. Eng. Entered automobile business in 1923 at Lansing with Reo Motor Co. as draftsman.

PECKELS, MICHAEL F., with International Harvester as mgr. consumer rel. since 1945. Born in Chicago, April 29, 1897. Entered automobile business in 1915 at Chicago with International Harvester as clerk.

O'MALLEY, JOSEPH A., with Chrysler Div., Chrysler Corp., as gen. sales mgr. since 1948 and vice-pres. since 1952. Born in Chicago, Mar. 10, 1888. DePaul. Entered automobile business in 1917 at Chicago.

PARIS, WILLIAM E., with Willys-Overland Motors as vice-pres. Born Nov. 5, 1893. Entered automobile business in 1915 at Toledo with Willys-Overland as paint prod. worker.

PARKER PHILIP D., with Lamp Div., General Electric Co., as gen. sales mgr. since July 1, 1947. Born in Springfield, Mass., March 25, 1892. Entered automobile business in 1916 at Harrison, N. J., with Edison Lamp Works of G. E. Co. as salesman.

PATON, CLYDE R., with Willys-Overland Motors, Inc., Toledo, O., as dir. of engineering. Born in 1894 in Almont, Mich. Univ. of Mich., 1923, B.S. mech. eng. Entered automobile business in 1925 with Studebaker Corp. as experimental engr.

PEO, RALPH F., with Manzel Div. of Frontier Industries, Inc., Buffalo, since 1947. Pres. Frontier Ind., Inc. and Fairmount Tool & Forging, Inc. Born Rochester, N. Y., 1897. Rochester Institute of Tech., mech. degree. Entered automobile business in Detroit with Dodge Co.

O'NEIL, THOMAS J., Ford Motor Co. dir. of product sales and dealer organization planning office, sales and adv. staff, since Sept. 1952. Born Memphis, Tenn., on Dec. 28, 1894. Christian Bros. H.S., Christian Bros. Coll. Entered automobile business in 1915 in Memphis Dist. with Ford Motor Co. as stock clerk.

O'NEIL, WILLIAM F., with General Tire & Rubber Co. as pres. and gen. mgr. since 1915. Born Akron, O., Aug. 21, 1885. Holy Cross Coll., B.S. and LL.D. degrees. Entered automobile business in 1904 at Worcester, Mass., with Worcester Tire Fabric Co. as cost man.

ORR, HUGH BEN, with Universal Products Co., Inc., as vice-pres., sales, since 1939. Born Owensboro, Ky., June 26, 1898. Univ. of Kentucky, M.E. degree. Entered automobile business in 1935 at Detroit with Chrysler Corp.

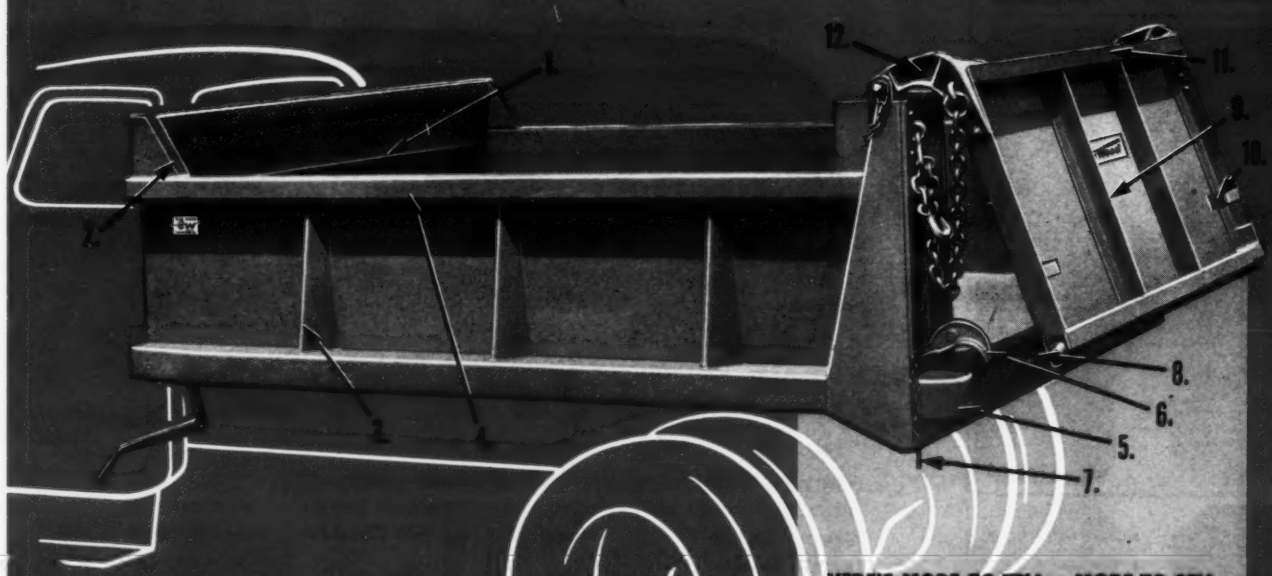
OSBORN, CYRUS R., with General Motors Corp., vice-pres. and dir. Born Dayton, O., Aug. 27, 1897. Univ. of Cincinnati. Entered automobile business in 1921 with Dayton Eng. Laboratories as apprentice.

OSBORN, P. V., with Timken-Detroit Axle Co. as vice-pres. in chge. of mfg. since 1945. Born Aug. 10, 1893. Ohio State Univ., M.E. degree. Entered automobile business in 1918 with Continental Motors as engineer.

OSWALD, RAYMOND Z., with Clevite Service, Inc., unit of Clevite Corp., as pres. Born St. Louis, Mo., Mar. 23, 1894. Entered automobile business in 1919 at St. Louis with McQuay-Norris as salesman.

OTTO, GEORGE W., with Cadillac Motor Car Div. as gen. parts and service mgr. since 1942. Born Cleveland, Feb. 2, 1893. Business college. Entered automobile business in 1912 at Cleveland with F. B. Stearns Co. as mechanic.

More to tell — with Gar Wood



These new, heavy-duty Gar Wood Dump Bodies have dozens of new features that add up to bigger loads—and more loads—at substantially reduced ton-mile costs. Gar Wood's unique high strength-to-weight ratio gives extra payload capacity within legal load limits. Full width rear apron and rear [illegible] are welded into an integral unit providing exceptional strength and maximum resistance to loading impacts. Understructure is fabricated of closely spaced 4" I-beams with full length, wrap-around running boards for maximum strength and rigidity. These and many other superior features, available only in Gar Wood "Load Engineered" Dump Bodies, make them the "best buy" in the heavy hauling field.

HERE'S MORE TO TELL...MORE TO SELL

1. Pressed-in longitudinal braces for extra rigidity.
2. Deep gusset pockets for heavy side boards.
3. Continuous-welded, Vee-Type side braces.
4. Heavy steel body rail with reverse bend flange.
5. Cast steel heavy-duty bumper blocks.
6. Heavy-duty tailgate hooks with wide bearing plates.
7. Safety pin to prevent accidental load discharge.
8. Heavy, full width rear apron.
9. Rigid, extra-strong box-type tailgate construction.
10. Rugged clips for holding looped chain when spreading.
11. Heavy, structural steel channel reinforcement.
12. Heavy-duty, double action hinges.

AUTOMOTIVE NEWS FAMILY ALBUM

PERKINS, W. K., with International Harvester Co. as mgr. of sales since 1946. Born Pains Hollow, N. Y. Washington & Jefferson. Entered automobile business in 1925 at Pittsburgh, Pa., with International Harvester Co. as retail salesman.

PETERSON, P. O., with Studebaker Corp. as exec. vice-pres. since 1951. Born Norway, Sept. 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor Co. as inspector. Joined Studebaker in 1919.

PFEIFFER, JOSEPH, with Chrysler Corp. as dir. of purchases since 1947. Born Dayton, O., March 14, 1894. High school and night schl. Entered automobile business in 1917 at Dayton with Maxwell Motor Co. as clerk.

PHILLIPS, ASA R., with Auto Ventshade Co., as pres. and gen. mgr. since 1936. Born Soperton, Ga., Jan. 15, 1901. Georgia Normal, diploma bus. adm. Entered automobile business in 1921 at Atlanta, Ga., with Kelly-Springfield Tire Co. as salesman.

PIERSON, LOUIS W., with International Harvester Co. as asst. mgr. of sales, motor truck div. Born Hatton, N. Dak., May 15, 1901. High school. Entered automobile business in 1922 at Billings, Mont., with International Harvester Co. as truck salesman.

PERRY, FOSTER N., with American Bosch Corp. as exec. vice-pres. since 1950. Born Westerly, R. I., Jan. 11,1902. Haverford College and M.I.T. Entered automobile business in 1924 with American Bosch.

PETTENGILL, E. R., with Pontiac Motor Div. as adm. asst. since 1951. Born in Port Huron, Mich., Feb. 4, 1905. Entered automobile business 1925 as Central Office Cashier.

PHELPS, ARTHUR G., with Delco-Remy Div., GMC. Gen. Sales mgr. since 1936. Born Chicago, Oct. 11, 1891. Entered automobile business in 1912 at Dayton, O., with Dayton Engrg. Lab. Co. in prod. dept.

PIERSON, H. LYNN, with Detroit Harvester Co. Chmn. of Bd. since 1951. Pres. since 1926. Born in Detroit July 13, 1894. Williams College. Entered automobile business in 1919 at Detroit with Packard Motor Car Co.

PLEW, HERMAN E., with Herman Body Co. as pres. since 1923. Born Paris, Tenn., Sept. 29, 1889. Public School. Entered automobile business in 1918 at St. Louis with Rogers Schmidt Wire & Iron Co. as factory supt.

PORTLOCK, MILES F., JR., with Federal Motor Truck Div., Federal Fawick Corp., as gen. sales mgr. since 1951. Born Norfolk, Va., March 24, 1912. Fishburne Military Acad. Waynesboro, Va. Entered automobile business in 1950 at Detroit with Federal Motor Truck Co. as regional mgr.

POTTER, WALTER N., with United Motors Service Div. of GM Corp. as gen. mgr. since 1941. Born in Omaha in 1894. Entered automobile business in 1919 at Detroit with United Motor Service.

POWER, WILLIAM G., with Chevrolet Div. of General Motors Corp. as advertising manager since Jan. 1, 1950. Born Indianapolis. Entered automobile industry at Flint, Mich., as Chevrolet wholesale representative in 1928.

PRICE, ARTHUR E., with Kent-Moore Organization, Inc., as vice-pres., spec. accts. Born Fond du Lac, Wis., Feb. 27, 1893. H. S. and extension courses. Entered automobile business in 1914 at Racine, Wis., with Mitchell-Lewis Motor Car Co. as cost clerk.

PRICE, HICKMAN, JR., with Willys-Overland Export Corp. as pres. and dir. Born Nashville, Tenn., Aug. 14, 1911. Philips Exeter Acad., Columbia Univ. Entered automobile export business in 1945 as vice-pres. and dir. of Kaiser-Frazer Corp. With Willys-Overland since 1952.

PROSSER, WILLIAM B., with Perfect Circle since 1925. Vice-pres., gen. mgr. since July 1951. Born in Canada, Mar. 22, 1902. Entered automobile business in 1923 at Boston with American Gear Co. as salesman.

PURDY, LEWIS J., with Dodge Div. of Chrysler Corp. as vice-pres. and gen. mgr. trucks since Sept. 1951. Born Adrian, Mich., Feb. 12, 1895. Entered automobile business in 1910 at Detroit with Packard Motor Car Co. as apprentice.

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To the truck equipment buyer, value is measured in terms of performance and profits. That's why more and more cost-conscious truck operators are buying Gar Wood "Load Engineered" Dump Bodies and Hoists for their hauling jobs. From experience they know that Gar Wood equipment has the important extra features that add up to longer life, lower maintenance costs and better performance in every kind of service. And from Gar Wood's wide range of types and capacities, they can select the dump body and hoist that is exactly right for their particular operation.

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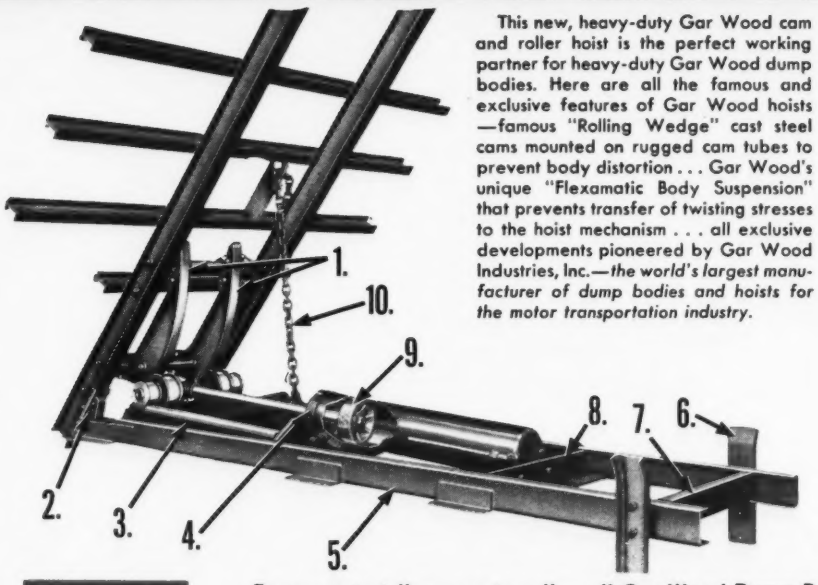

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AUTOMOTIVE NEWS FAMILY ALBUM

PUTTERMAN, BENJAMIN, with Yankee Metal Products Corp. as pres. since 1946. Born Poland, 1891. Entered automobile business in 1915 at New York City with American Auto Lamp Co. as partner.

RAGSDALE, EDW. T., with Buick Div., G. M. Corp., Gen. mfg. mgr. Born Hopkinsville, Ky., in 1897. Indiana State Normal Coll. Entered automobile business in 1916 at Newcastle, Ind., with Maxwell Motor Car Co. as tool designer.

RAY, J. CHESTER, with United States Rubber Co. as executive assistant to gen. mgr., tire div. since 1951. Entered automobile business at Pittsburgh with U. S. Rubber Co. as stockroom boy in 1922.

REAGAN, J. E., with Elco Lubricant Corp. as pres. since 1945. Born Pittsburgh, Pa. Entered automobile business in 1917 at Canton, O., with Timken Roller Bearing Co. as service engr.

REESE, C. J., with Continental Motors Corp. as pres. since 1939. Born in Muncie, Ind., in 1900. Muncie Normal, I.C.S. Prod. Engr. degree. Entered automobile business in 1918 at Flint, Mich., with Chevrolet Motor Co. as prod. followup.

QUINN, ED C., with Chrysler Div., Chrysler Corp., as vice-pres. and gen. mgr. since Sept. 1951. Born Detroit, Mich., Dec. 15, 1903. Entered automobile business in 1919 with Studebaker in Detroit. With Chrysler Corp. since 1934.

RAUSCH, RAYMOND R., Willys - Overland Motors, Inc., Toledo, Ohio, as vice-pres. and ex. asst. to pres. Born March 4, 1894 in Cleveland, O. Cass Tech. High School, Detroit. Entered automobile business in 1907 in Canton, O., with Timken Axle Co.

RAYMOND, NEIL C., with A. S. Campbell Co., Inc., East Boston, Mass., as pres. since 1940. Born in Gladwin, Mich., June 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor as machinist.

REED, TOD, with Ruthrauff & Ryan, Inc., as vice-pres., Detroit mgr. since 1948. Born in Minneapolis, Minn., Jan. 16, 1903. Univ. of Mich. Entered automobile business in 1925 at Los Angeles with Hupmobile distributor as salesman.

REESE, WM. D., chief engr., motor truck div., International Harvester Co. since Dec. 1943. Born Middletown, N.Y., 1894. Lehigh Univ. Entered automobile business in 1917 with Locomobile Co., Bridgeport. Joined International Harvester, 1934.

REEVES, ALFRED, with Automobile Manufacturers Assn. as advisory vice-pres. since 1940. Born in Brooklyn Sept. 16, 1875. Brooklyn High. Entered automobile business in 1904 at New York with New York Mail and Express as automobile editor.

RENNER, JOHN E., Lincoln Engineering Co. Gen. sales mgr. since 1951. Born St. Louis, Mo., Sept. 19, 1911. St. Louis grade and high schools. Entered automobile business in 1934 at St. Louis with Lincoln Engineering Co., as sales trainee.

RHAME, PAUL W., gen. mgr., New Departure Div., GM Corp. since Jan. 1, 1953. Born Minneapolis, 1895. Graduate of Coll. of Engrg., Univ. of Minn., M.E. degree. Entered automobile business in 1923 with AC Spark Plug Div.

RHOADES, THOMAS P., with Hudson Motor Car Co. as director of public relations since 1949. Born Indianapolis, Ind., Feb. 27, 1908. Butler Univ. Automobile editor, Indianapolis News 1935-40.

RICE, W. B., with Plymouth Div. of Chrysler Corp. as dir. of service since 1944. Born Ionia, Mich., April 19, 1891. High school. Entered automobile business at Lansing, Mich., with Oldsmobile as stock chaser, prod. and engrg.

RICH, ELMER, with Simoniz Co. as chairman since 1952. Entered automobile business in 1910 at Chicago with Simoniz Co.

RILEY, EDWARD, with General Motors Corp., as vice-pres. and gen. mgr. Overseas Operations div. since 1942. Born in Lawrence, Mass. Dartmouth Coll. Entered automobile business in 1917 with Hyatt Roller Bearing Co.

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AUTOMOTIVE NEWS FAMILY ALBUM

RISING, FRANK W., with Automotive Parts Manufacturers Assn. as gen. mgr. since 1940. Born Kansas City, Mo., 1902. Kansas U. A.B. degree. Entered automobile business in Feb. 1940 at Detroit with APMA as gen. mgr. Mich. W. L. B. Manpower Com.

ROESCH, KARL A., with White Motor Co. as gen. mgr., Coach and Aircraft Div. since 1951. Born Cleveland, Ohio, 1903. B.A. Ohio State Univ. Entered automobile business in 1928 as salesman with present company.

ROHRBACH, JOHN F. D., with Raybestos-Manhattan, Inc., as pres. since 1948. Born New York City July 18, 1889. N. Y. U., B.C.S. Entered automobile business in 1916 at Bridgeport, Conn., with Raybestos Co., as auditor and bus. conslt.

ROOS, DELMAR G., Willys - Overland Motors, Inc., Toledo, O., as first vice-pres., member of the board, and executive committee. Born New York City, 1911. Cornell Univ., M.E. and E.E. degrees. Entered automobile business in 1912 at Bridgeport, Conn., with Locomobile Co. of America as experimental engr.

ROW, EDGAR C., with Chrysler Corp. of Canada, Ltd., as pres. and general mgr. since Feb., 1951. Born St. Mary's, O., Jan. 10, 1896. Valparaiso Univ. Entered automobile business in 1916 with Dodge Bros. in planning department.

RITTER, GEORGE W., Willys - Overland, Inc., Toledo, O., vice-chmn. of board and executive vice-pres. Born in 1886 in Vermillion, O. Baldwin Wallace Univ.; Cleveland Law School.

ROGERS, GOODLOE H., with American Forging and Socket Co. since 1934, pres. and gen. mgr. since 1944. Univ. of Michigan. Entered automobile business with Oakland Motor Car Co.

ROMNEY, GEORGE, with Nash - Kelvinator Corp. since 1948, as exec. vice-pres. since 1953. Born in Chihuahua, Mex., on July 8, 1907. LDS Univ., Univ. of Utah, George Washington Univ. Entered automobile business in 1939 at Detroit with A.M.A. as Detroit mgr.

ROUBIE, KENNETH D., with J. W. Mortell Co. as Detroit Mgr. Born Watertown, N. Y., Oct. 3, 1910. Univ. of D., Clarkson Coll. of Tech., B.S., M.E. Entered automobile business in 1942 at Kankakee, Ill., with J. W. Mortell Co. as sales engr.

ROWE, NORMAN A., vice-pres., The Allman Co. With Fruehauf Trailer Co. as adv. mgr. since 1949. Born in London, Eng., March 9, 1911. Wayne Univ. Entered automobile business in 1928 at Detroit with Geo. Harrison Phelps, Inc., as publicity asst.

ROBERTSON, GORDON H. with Acme Quality Paints, Inc., as vice-pres. and gen. mgr. since 1944. Born Toronto, Ont., Oct. 1, 1901. Univ. of Toronto., B.A.Sc. Entered automobile business in 1926 at Cleveland with Sherwin - Williams Co., Cleveland, O., as chemist.

ROBINS, THOMAS, JR., with Hewitt - Robins, Inc., as pres. since 1935. Born New York City Oct. 6, 1896. Groton School; Princeton, "War Degree." Entered rubber business in 1926 in Buffalo, N. Y., with Hewitt-Robins as asst. to pres.

ROBINSON, WILLIAM D., with Briggs Mfg. Co. as chmn. of bd. since Feb. 15, 1952. Born in Detroit, March 27, 1878. Yale Univ., B. S. degree. Entered automobile business in 1933 at Detroit with Briggs Mfg. Co. as personnel manager.

ROCHE, JAMES M., with Cadillac as Gen. Sales Mgr. since July, 1950. Born Elgin, Ill., Dec. 16, 1906. Entered automobile business in 1927 at Cadillac factory branch in Chicago.

ROCHE, JOHN P., with Roche, Williams & Cleary, Inc., as pres. since 1926. Born Aberdeen, S. D., 1889. Columbia Univ., A.B. degree. OAX, QBK frats.

ROCKWELL, WALTER F., with Timken Detroit Axle Co. as pres. since 1940. Born in Boston, Mass., Oct. 30, 1899. Tufts College, B.S. and M.S. Entered automobile business in 1920 with Wisconsin Parts Co. as serv. engr.

ROCKWELL, WILLARD F., with Timken Detroit Axle Company as chmn. of board since 1940. Born in Boston, Mar. 31, 1888. MIT Coll. Entered automobile business in 1914 at Poughkeepsie with F.I.A.T. as engr.

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REO

REO MOTORS, INC., Lansing 20, Michigan

AUTOMOTIVE NEWS FAMILY ALBUM

ROWLAND, R. M., with DeSoto Div., Chrysler Corp. as dir. of merchandising since 1953. Born Lewiston, Ill., Aug. 4, 1890. Lombard Coll. Entered automobile business in 1914 at Detroit with Maxwell Motor Co. as chassis lecturer.

ROY, ROSS, pres. Ross Roy, Inc., advertising and sales counselling, founded in 1926. Entered automobile business at Janesville, Wis., with Dodge as retail salesman.

RULE, RALPH G., with AP Parts Corp. as pres. since 1939. Born New York City, June 22, 1907. Tri-State Bus. Col. Entered automobile business in 1931 at Toledo, O., with Associated Parts, Inc., as credit mgr.

ST. AUBIN, MYRLE E., with General Motors Corp. as dir. of service sec. since 1944. Born Mt. Clemens, Mich., Oct. 10, 1904. Univ. of Michigan, A.B., B.A. Entered automobile business in 1927 at Pontiac, Mich., with Oakland Motor Car Co. as parts and service rep.

SCALES, RICHARD K., with Ethyl Corp. research laboratories as dir. product application since 1952. Born Newark, N. J., Aug. 12, 1906. Cornell, Ch.B. degree. Entered automobile business in 1929 at Detroit with Ethyl Corp. as research chemist.

ROWOLD, HENRY, with Mack Motor Truck Corp. as vice-pres. Born New York City Sept. 16, 1900. High school. Entered automobile business in 1919 at New York with Mack Truck as secy.

RUDE, ALAN G., with Universal C.I.T. Credit Corp. as vice-pres. in charge of sales. Born Hawthorne, N. J., 1904. Dover Coll. of Commerce, New York Univ. Entered automobile business in 1925 with C.I.T. Corp. of New York.

SAFFORD, HERMON F., with Ohio Rubber Co., Willoughby, O., as pres. since 1951. Dir. since 1949. Born Leominster, Mass., Aug. 19, 1894. Worcester Tech., M.I.T., B.S. Mech. Engrg. Entered automobile business in 1946 at Willoughby, O., with Ohio Rubber Co. as exec. vice-pres.

SARVIS, IVAN X., with Chevrolet Motor Div. as asst. gen. sales mgr. since Dec. 17, 1947. Born Rose Hill, Iowa. Entered automobile business in 1926 at Los Angeles with Chevrolet as representative.

SCHACH, HARVEY E., with Midland Steel Products Co. Sales mgr. Power Brake Div. since 1947. Born Cleveland, O., April 15, 1901. East Tech. Entered automobile business in 1920 at Cleveland with Stearns Motor Co. as exp. engr.

SCHAEFER, JOHN H., with Ethyl Corp. as vice-pres. chge. of mfg. dir. since 1943. Born Buffalo, N. Y., Jan. 19, 1902. Univ. of Del., B.S., Mass. Inst. of Tech., M. S. Entered business in 1926 with Ethyl Corp.

SCHIPPER, J. EDWARD, partner, Schipper-Webb Associates. Born Baltimore, Md. Graduate Webb Inst. of Naval Arch. and Marine Eng., B.S. Entered automobile industry at Detroit in 1928 as engineering editor, Automotive Industries.

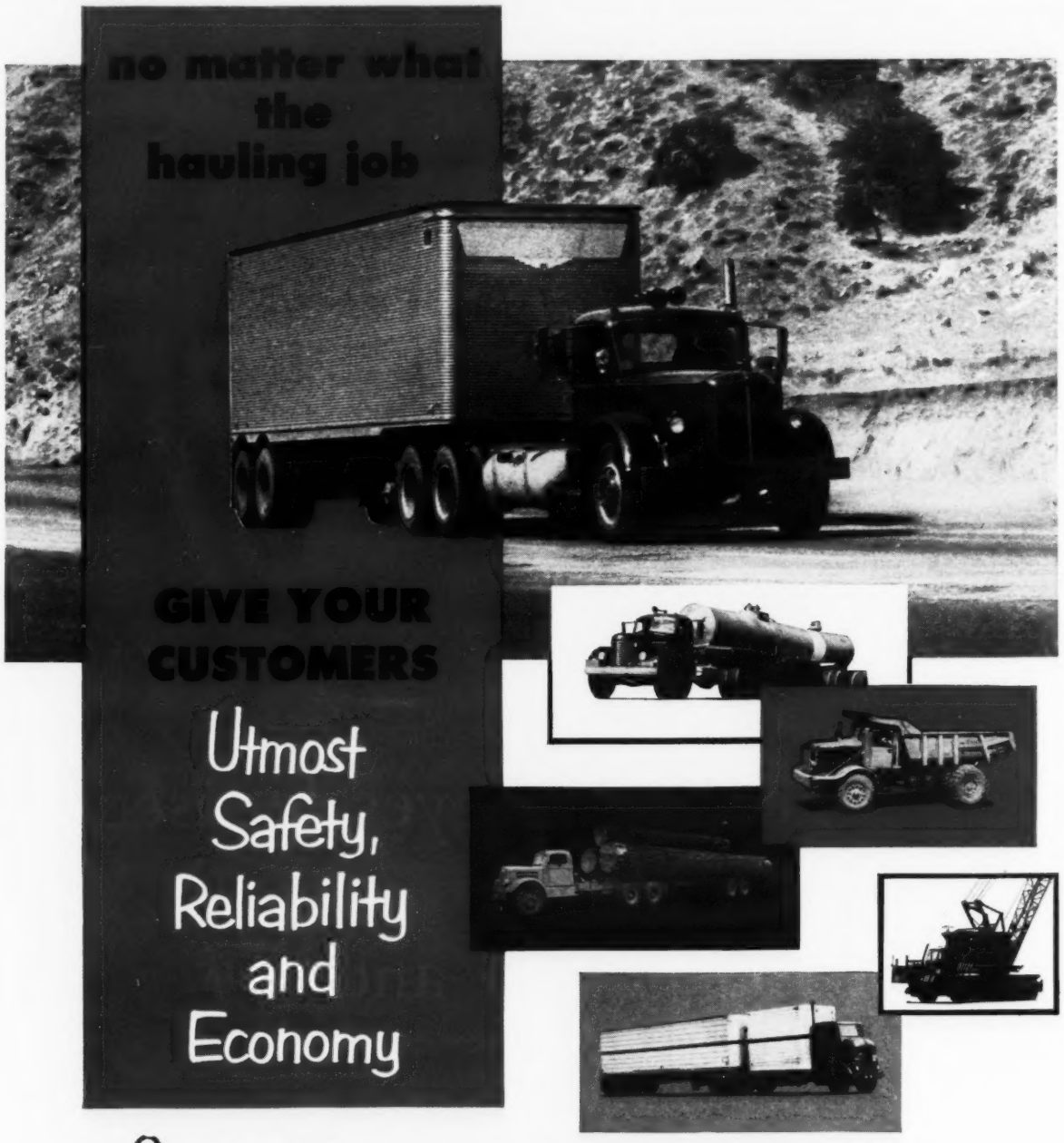
SCHMIDT, ERNEST R., app. vice-pres., chge. of mfg. of Budd Co., Jan. 1, 1951. Born Philadelphia Pa., Nov. 12, 1895. Temple Univ. Entered automobile business in 1917 with Budd Co. as timekeeper.

SCHNEIDER, C. L., Fruehauf Trailer Co. as vice-pres., charge of sales since 1950. Born in Indianapolis, Ind., June 9, 1901. Univ. of Detroit, 1920. Entered automobile business at Detroit with Packard Motor Car Co. as draftsman.

SCHULTHEIS, EVERETT M., with Clark Equipment Co. since 1936 as vice-pres. since 1947. Born Seymour, Ind., Aug. 4, 1893. Entered automobile business in 1908 at Indianapolis with Nordyke & Marmon Co. as shop apprentice.

SCHUMACHER, WILLIAM C., with International Harvester Co. as gen. mgr. motor truck div. since 1946. Born White Plains, N. Y., Feb. 27, 1898. Entered automobile business in 1917 at Jacksonville, Fla., with International Harvester Co.

SCHUMANN, JOHN J. JR., with General Motors Acceptance Corp. as pres. since 1929. Entered automobile business in 1919 at New York with General Motors Acceptance Corp. as mgr. finance sales dept.



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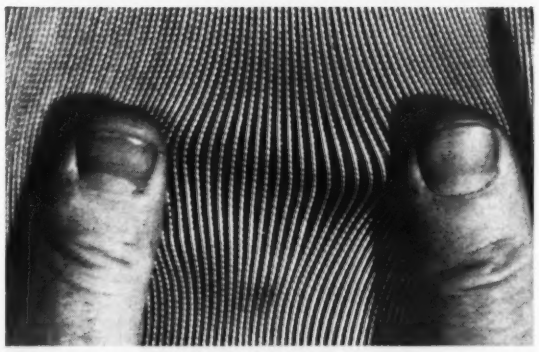
MOST TIRES have cords that work out of rythm. Because cross threads tie cords together, they bunch or gap. Each cord goes its own way. Some work too hard, others are "slackers". Result: weak spots in the tire that invite trouble. Overstrained cords wear out too soon.



BFG SILVERTOWN TIRES have cords that work in rythm. There are *no cross threads*. Cords are fed into the tire evenly spaced, under uniform tension and sealed in rubber. BFG cords flex in perfect unison to absorb bumps, cushion the ride. Every cord shares the load for greater comfort, safety, mileage.

IT'S TESTIMONY ITSELF that car makers equip new models with B. F. Goodrich Silvertowns. Equally convincing is that BFG customers come *back*. BFG *extras* bring them back, help build a profitable *repeat* business for BFG retailers. Extras like "rythmic-flexing" cords; wide, flat tread; shoulder branded white sidewall tires that are smooth and clean—easy to keep clean. Extras that have made the famous name BFG Silvertown a good name to link with your own.

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Address .....

City ..... *Zone* ..... *State* .....

AUTOMOTIVE NEWS FAMILY ALBUM

SCOTT, WILLIAM J., with Chevrolet Motor Div. of General Motors Corp. as exec. asst. in charge of mfg. since May, 1952. Born in Scotland. Entered automobile industry as Chevrolet plant foreman in Flint, Mich., in 1915.

SCULLY, FRANK P., with Scully Signal Co. as pres. since 1936. Born Boston, Mass., March 7, 1894. Mass. Inst. Tech., B.S., 1915. Entered automobile business in 1919 at Buffalo with Houdaille Co. as treas.

SEATON, MORGAN J., sales promotion mgr., Oldsmobile Div. Joined GM in 1930 and Oldsmobile in 1933 in sales promotion dept. Born in Detroit, April 22, 1909. Educated Detroit public schools.

SEEM, DONALD B., with Electric Auto-Lite Co. as adv. mgr. since 1950. Born Starkey, N. Y., July 24, 1911. Univ. of Penn., A.B. Entered automobile business in 1947 at Toledo, O., with Electric Auto-Lite Co. as asst. adv. mgr.

SEIDEL, ROBERT K., with Nash - Kelvinator as parts plant mgr. since 1942. Born Linton, Ind., Dec. 18 1902. Indiana Univ. Entered automobile business in 1922 at Indianapolis, Ind., with Nash Motors Co. Dist. as service mgr.

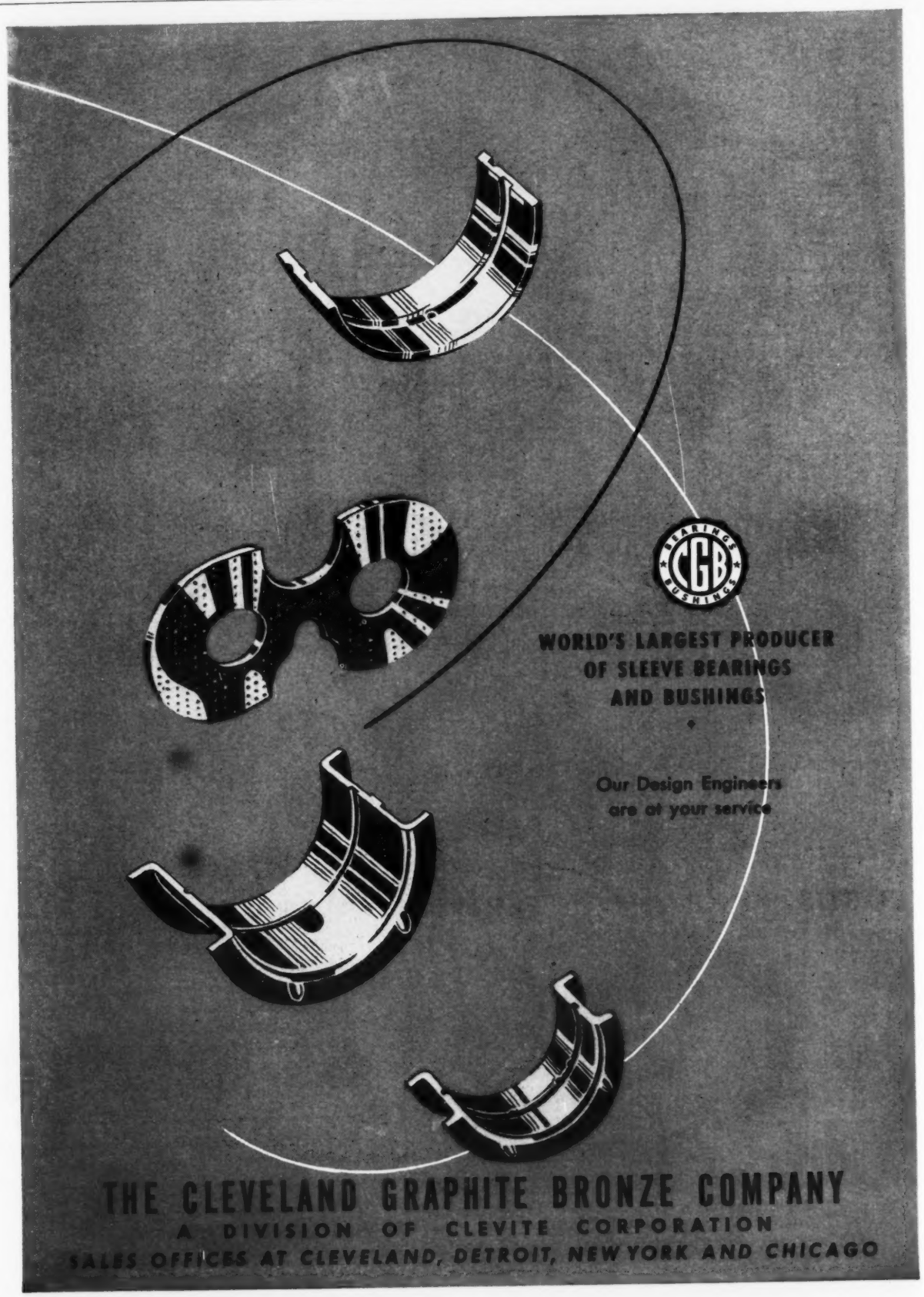
SCUDDER, JOHN H., with Buick Motor Div. as dir. of merchandising. Born in St. Louis, Mo., March 29, 1918. Washington & Lee Univ. Entered automobile business in 1946 as claims manager for Buick in St. Louis.

SEASE, FLOYD G., with Nash - Kelvinator Corp., Nash Motors Div., as asst. gen. sales mgr. since 1947. Born Newberry, S. C., Dec. 3, 1898. Univ. of S. C. Entered automobile business in 1921 at Columbia, S. C., with Du-Pre Auto Co. as office mgr.

SEAVER, LEWIS I., with Federal Motor Truck Div., Federal Fawick Corp., as asst. gen. sales mgr. since 1944. Born in Ithaca, Mich., June 15, 1911. Univ. of Detroit, B.S. degree. Entered automobile business in 1944 at Detroit with Federal Motor Truck as asst. sales mgr.

SEIBERLING, J. P., with Seiberling Rubber Co. as pres. since 1938. Chmn. of bd. since 1950. Born Akron, O., July 3, 1898. Princeton Univ., B.S. 1921; Univ. of Michigan Law Schl., LL.B. 1927. Entered automobile business in 1922 at Akron with Seiberling Rubber Co. as salesman.

SETTLE, BEN B., with Dodge Div., Chrysler Corp., as director of service since 1941. Born Bowling Green, Ky., Nov. 16, 1897. Entered automobile business in 1916 with Dodge Bros. as final road tester.



SHAEFFER, GEORGE D., with Gar Wood Industries, Inc., as vice-pres., dir. of engrg. since 1945. Born Paulding, O., 1896. Ohio Northern Univ., B.S. M.E. degree. Entered automobile business in 1938 at Detroit with Gar Wood Industries as chief engr. road machinery div.

SHAFFNER, W. LAURANCE, with Fleet Sec., GM Corp., as dir. fleet sec. since 1946. Born Lansdowne, Pa., 1891. High school and business college. Entered automobile business in 1922 at Pontiac, Mich.

SHALLBERG, GUSTAVUS A., with Borg-Warner as chmn. of exec. committee. Born Moline, Ill., 1876. Univ. Mich., LL.B. Entered automobile business in 1915 at Moline with Borg & Beck Co. as gen. counsel.

SHANK, JOHN A., with Electric Auto-Lite Co., as sales mgr. Parts & Serv. Div. since 1917. Born in Wood Co., O., in 1890. Tri State Business Col. Entered automobile business in 1914 in Toledo, O., with Electric Auto-Lite Co. as assm.

SHERER, JOSEPH S., JR., with Reo Motors, Inc., as pres. and gen. mgr. (also dir.) since 1948. Born Aurora, Ill., Feb. 20, 1900. U. S. Naval Acad., Mass. Inst. of Tech., B.S. degree. Entered automobile business in 1926 at Pontiac with Oakland Motor Car Co. on special assignment.

SHIELDS, JOHN H., with Superior Coach Corp., Lima, O., as pres. since 1948. Born Cridersville. Entered automobile business in 1925 at Lima, O., with Superior Coach Corp. as time study mgr.

SHIRLEY, C. H., with United States Rubber Co. as mgr. adv. and sales promotion; U. S. Tires Div. since 1950. Born Newark, N. J., on Sept. 9, 1909. Colgate Univ., A.B. Entered automobile business in 1944 at New York with U. S. Tires, U. S. Rubber Co., as adv. asst.

AUTOMOTIVE NEWS FAMILY ALBUM

SILCOTT, CLARKE A., with Kaiser - Frazer Corp. as Gen. Mgr. of Engine Div. since 1951. Born Indianapolis, Ind., in 1907. Univ. of Wisconsin, E.E. degree. Entered automobile business in 1946 at Long Beach, Calif., with Kaiser - Frazer Corp. as gen. supt. production planning.

SMITH, H. GORDON, with United States Rubber Co. as Dir. & Exec. Vice - Pres. Born Winthrop, Mass., in Aug., 1891. Harvard College, Harvard Grad. School Bus. Adm., A.B., M.B.A. Entered automobile business in 1917 at Detroit with U. S. Rubber Co. planning dept.

SNYDER, CARL J., with Chrysler Corp. as vice-pres. and operating mgr. since 1952. Born York, Pa., Nov. 29, 1896. Entered automobile business in 1918 at Detroit with Detroit Lubricator Co. as tool maker's apprentice.

SOELCH, JOHN, with Studebaker as director of purchases since 1949. Born South Bend, Ind., on Jan. 29, 1900. South Bend Business Coll. Entered automobile business in 1924 with Studebaker Corp. as storeroom clerk.

SOMERS, FRANK R., with Willard Storage Battery Co. as vice-pres. in chge. of sales since 1948. Born Somerdale, O., 1893. High school, business extension. Entered automobile business in 1916 at Cleveland with W.S.B. Co. as asst. credit mgr.

SIMPSON, WALTER H., gen. mgr. of Ford Motor Co.'s Parts and Equipment Mfg. Div. Born in Clinton, Mich., Sept. 25, 1904. Alumnus of Univ. of Michigan. Joined Ford Motor Co. at the Highland Park plant in 1930.

SMITH, J. THOMAS, with Detroit Harvester Co. as pres. since 1951. Born Arapaho, Okla., Nov. 19, 1905. Stetson U., LL.B. Entered automobile business in 1947 at Detroit with Detroit Harvester Co. as vice-pres. & gen. counsel.

SNYDER, RAYMOND A., with Sealed Power Corp. as Sales Mgr., Original Equipt. Div., since 1948. Born Glenshaw, Pa., on Jan. 24, 1903. Entered automobile business in 1923 at Muskegon, Mich., with Sealed Power Corp. as production engineer.

SOHNGEN, LOUIS C., with The Las-Stik Mfg. Co. as pres. Born Hamilton, Ohio, Jan. 12, 1894. Univ. of Pa. Founded present business in 1915.

SOMERVILLE, R. C., with Dodge Div., Chrysler Corp., as vice-pres. in charge of sales since March 16, 1953. Born Decatur, Ill., Aug. 31, 1896. Chrysler Conf. of Business Management and Alexander Hamilton Institute. Entered automobile business in 1913 at Detroit, Mich., with Hudson Motor Car Co. as stock clerk.

SINGER, RUSSELL E., with American Automobile Assn. as exec. vice - pres. since 1936. Entered American Automobile Assn. in 1924 in Wash., D.C. as asst. secy.

SKINNER, SHERROD E., vice-pres. GM Corp. since 1940, now in charge of the accessories div. group. Born in New Britain, Conn., in 1896. Rensselaer Poly. Inst. Mech. Eng. Entered automobile business in 1930 at Detroit, Mich., with General Motors Corp. as chief engr., Ternstedt div.

SLACK, FRED W., with Engineering Div., of Chrysler Corp. as exec. engr., chassis design since 1952. Born in Detroit, Mich., in 1889. Central Inst., Cleveland. Entered automobile business in 1904 at Detroit with Packard Motor Car Co. as draftsman.

SLOAN, ALFRED P., JR., with General Motors as chmn. of bd. Born in New Haven, Conn., in 1875. Mass. Inst. Tech. B.S. in elec. engr. Entered automobile business in 1895 at Newark, N. J., with Hyatt Roller Bearing Co. as draftsman. With GM since 1918.

SMEAD, L. W., with Ford Motor Co. since 1921. Now gen. sales mgr. of the Ford div. Born in Washington, Ind.; attended George Washington Univ.

SMITH, CHARLES J., with Monroe Auto Equipment Co. as dir. vice-pres. in charge of engrg. since 1945. Born in Sharon, Pa. in 1908. General Motors Inst. of Tech. Entered automobile business in 1930 at Detroit with Packard Motor Car Co. as exp. mech.

SMITH, GUY C., with Brooke, Smith, French & Dorrance, Inc., as secy.-treas. since 1917. Born Fall River, Kans., Oct. 11, 1890. Univ. of Kansas. Entered automobile business in 1919 in Detroit.

Standard around-the-world

Wherever vehicles move on pneumatic tires SCHRADER products are there

No other single item as small, is as universally interchangeable as the Schrader Valve Core. Schrader Tire Valves and Caps are the accepted standard with manufacturers because maintenance and replacement can be done *instantly anywhere* on the face of the earth!

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FOR ORIGINAL EQUIPMENT AND REPLACEMENT

AUTOMOTIVE NEWS FAMILY ALBUM

SOMMERLAD, PHIL, with Thompson Products, Inc., as gen. sales mgr., serv. div., since 1947. Born Lincoln, Neb., March 1, 1902. High school. Entered automobile business in 1918 at Lincoln, Neb., with Ford dealer as parts man.

SPEAKER, JOHN W., with J. W. Speaker Corp. as pres. founder and gen. mgr. since 1935. Born Vienna, Aus., June 25, 1903. Entered automobile business in 1935 at Milwaukee with J. W. Speaker Corp.

SPRINGER, CARL P., with J. W. Mortell Co., Kankakee, Ill., as eastern mgr. since 1948. Born Henderson, Ky. Oct. 22, 1902. Dickson High, Dickson, Tenn. Entered automobile business in 1947 at Chicago, Ill., with Quinn Supply Co., as salesman.

STALEY, KENNETH E., with Chevrolet Div. of GM Corp. as asst. gen. sales mgr. since Sept. 1952. Born Western, Neb., Nov. 26 1904. Univ. of Neb. Entered automobile business in 1929 as dist. rep., Chevrolet Omaha office.

STEPHENSON, J. O., with J. O. Stephenson Foundry & Manufacturing Co. as pres. since 1941. Born Orleans, Ind., Aug. 7, 1910. Purdue and Ind. Univ. Entered automobile business in 1937 at Detroit.

SPATTA, GEORGE, with Clark Equipment Co. as pres. since 1945. Born New York City. Entered automobile business in 1927 with Clark Equipment Co. as production engineer.

SPENCER, GORDON Z., with Trico Products Corp. as sales-serv. mgr., replacement parts div. Born Buffalo, N. Y., Nov. 1, 1901. Colgate Col., A.B. Entered automobile business in 1928 at Buffalo, N. Y., with Trico Products Corp. as serv. mgr.

STACK, R. J., with National Automotive Fibres, Inc., as pres. since 1951. Born Cohoes, N. Y., Nov. 28, 1904. LaSalle Inst., Troy, N. Y. Entered automobile business in 1922 at Cohoes, N. Y., with Little Falls Fibre Co. as shipping clerk.

STEELE, BRUCE K., with Plymouth Div., Chrysler Corp., as asst. gen. sales mgr. since 1947. Born New York City, March 2, 1893. Entered automobile business in 1919 at Syracuse, N. Y. with Franklin Automobile Co. as dist. clerk.

STERN, ARTHUR W., with Acme Quality Paints, Inc., as gen. sales mgr. refinish. sales since 1948. Born Morrison, Wis., Oct. 5, 1898. Entered automotive business in 1927 at Detroit with Acme as asst. sales mgr.

STEVENS, BYRON F., with Van Auken, Ragland & Stevens as partner since 1944. Born in Chicago, Ill., March 26, 1903. Northwestern Univ. B.S. degree. Entered automotive advertising business in 1932 at Chicago with Van Auken, Ragland, Inc., as copywriter.

STICKEL, H. R., with White Motor Co. as mgr. fleet sales and asst. to pres. since 1952. Born Carlisle Springs, Pa. Joined Pa. State Highway Dept. in 1919 and named dir. Motor Vehicle Bureau in 1930.

STOLL, GEORGE E., with Bendix Prod. Div., Bendix Aviation Corp.; vice-pres. since Feb., 1949; elected director, Bendix Aviation Corp., in 1950. Born Lexington, Ky., Nov. 2, 1906. Gulf Coast Mil. Acad., Goshen Coll. Entered automobile business in 1926 at Goshen, Ind., with Engman Co. as foreman of plating depts.

STRANAHAN, R. A., pres. Champion Spark Plug Co. since 1910. Born Buffalo, N. Y., July 7, 1886. Harvard, A. B., 1908.

STRATTON, DON B., with Electric Auto-Lite Co. as vice-pres. since 1939. Born Howell, Mich., March 23, 1899. Univ. of Michigan, Elec. Engrg. degree. Entered automobile business in 1926 in Toledo, O., with Nagel Electric Co. as electrical engr.

STRAUGHN, ROBERT W., with Packard Motor Car Co. as merch. mgr. since 1952. Born Auburn, Ind., Jan. 10, 1914. Butler Univ., B.S. and M.S. Connected with automotive industry for past 18 years.

STRICKLAND, SILAS A., with Bower Roller Bearing Co. as pres. since Feb. 18, 1932. Born New Haven, Conn. Entered automobile business in 1910 in Detroit with Packard as engr.

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Today K-S automotive gauges and speedometers are standard equipment on 17 makes of passenger cars, trucks and buses—about 30% of this country's production. And the majority of these vehicle manufacturers have used K-S equipment for 15 years or more—some for more than 20 years.

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ANN ARBOR, MICHIGAN

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AUTOMOTIVE NEWS FAMILY ALBUM

STRUBLE, ALLEN L., with Reo Motors, Inc., as vice-pres. in charge of sales. Born Michigan, Univ. of Michigan. Entered automobile business in 1915 at Alma, Mich., with Republic Truck Co. as auditor.

SWIFT, STANLEY H., with Swift All Steel Body Co., Inc., as pres. since 1938. Born Saginaw, Mich., Feb. 4, 1910. Ferris Inst., Notre Dame, Univ. of Detroit. Entered automobile business in 1924 at Saginaw with Swift Wood Body Co. as asst.

TAPSCOTT, CHARLES C., with McQuay-Norris Mfg. Co. as vice-pres. since 1950. Born Hiawatha, Kans., 1898. U. of Ill., A.B. Entered automobile business in 1922 at St. Louis with McQuay - Norris Mfg. Co., as asst. adv. mgr.

TAYLOR, ELLIOTT, with Pacific Finance Corp. as mgr. public relations, adv., sales promotion since Jan. 16, 1948. Born Chicago, Ill., Aug. 8, 1912. Harvard A.B. Entered automobile business in 1934 in Boston, Mass., with International Harvester Co. (Truck Div.) as advertising man.

TAYLOR, HAROLD M., with Firestone Tire & Rubber Co. as vice-pres., mfrs. sales since Jan. 1953. Born Denver, Colo., 1895. Public business college. Entered automobile business in 1915 at Detroit.

SULLIVAN, RAY H., with Ford Motor Co. as vice-pres., Engine & Pressed Steel Group, since 1951. Born Stonington, Conn. Brooklyn Polytechnic Inst. Entered automobile business in 1923 with Ternstedt as consulting engr.

SWIGERT, ARTHUR M., with Universal Products Co. as vice-pres. in chge. mfg. since 1948. Born Mar. 13, 1902. Entered automobile business in 1930 at Detroit with Chrysler Corp.

TAUP, MILTON J., Vickers Inc., as mobile products sales mgr. since 1950. Born in Detroit on Oct. 17, 1907. Albion College, A.B., Univ. of Mich., B.S. Aeronautical Engineering. Entered automobile business in 1934 at Detroit with Briggs Mfg. as engr.

TAYLOR, GEORGE M., with The Carlife Guaranty as partner since 1934. Born Detroit. Entered automobile business in 1912 at Detroit with Hanley - Dawson as sales mgr.

TAYLOR, REESE H., with Union Oil Co. of Calif. as pres. since October, 1938. Born Los Angeles, Calif., July 6, 1900. Public schools. Cornell Univ., Univ. of Calif. Entered steel business in 1922 with Llewellyn Iron Works.

TEETOR, DANIEL C., with Perfect Circle since 1928. Vice-pres. since 1943. Born Indianapolis, Ind., 1884. Entered automobile business in 1903 with Marion Motor Car Co. as car tester, contest driver and traveling trouble-shooter.

TEETOR, DON H., with Perfect Circle as vice-pres. chge. of sales since 1944. Born Hagerstown, Ind., 1903. Pomona Coll., Univ. of Illinois, A.B. degree. Entered automobile business in 1926 at Hagerstown with Perfect Circle in inventory dept.

TEETOR, HERMAN C., with Perfect Circle as adv. mgr. since 1946. Born Hagerstown, Ind., 1905. High school. Univ. of Illinois, A.B. Entered automobile business in 1927 with Perfect Circle, handling special assignments in sales.

TEETOR, LOTHAIR, with Perfect Circle as chmn. of board since 1946. Born Hagerstown, Ind., 1897. Pomona Coll., Univ. of Wisconsin, Phi Delta Theta fraternity. Entered automobile business in 1920 at Hagerstown with present company.

TEETOR, RALPH R., with Perfect Circle as pres. since 1946. Born Hagerstown, Ind., Aug. 17, 1890. Univ. of Pa., B.S. in M.E., M.E. Entered automobile business in 1903 in Hagerstown, Ind., with Light Inspection Car Co. as mfr. of engines and pistons rings.

TELFORD, ROBERT J., with Reo Motor Co. of Canada, Ltd., as vice-pres. and gen. mgr. since 1938. Born Belfast, Ireland, June 29, 1902. High school. Entered automobile business in 1921 with General Motors at Oshawa as export insp.

TERRY, M. B., with American Brakeblok div. as exec. vice-pres. since Jan., 1952. Born Brooklyn, Nov. 20, 1905. Entered automobile business in 1926 in New York City with Radiator Specialty Co. as sales rep.

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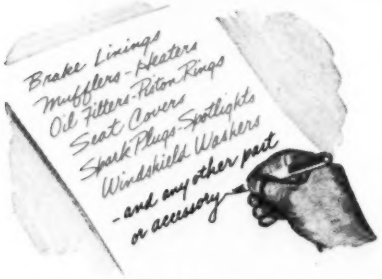

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AUTOMOTIVE NEWS FAMILY ALBUM

THIBAULT, G. WM., with Wheel Weights, Inc., as gen. mgr. since 1948. Born Detroit, July 24, 1917. Sacred Heart Sem. Entered automobile business in 1946 at Detroit with Harley C. Loney Co. as asst. sales mgr.

THOMAS, CECIL B., with Chrysler Corp. as pres. Export Div. since 1942. Elected vice president, Chrysler Corp. in 1952. Born Gibsonburg, O., Oct. 12, 1894. Entered automobile business in 1917 in Jackson, Mich., with Briscoe Motor Co.

THOMAS, EDWIN J., with Goodyear Tire and Rubber Co., since 1916, pres. since 1940. Born Akron, O., April 27, 1899. Akron Univ.

THOMAS, ULYSSES L., with Engrg. Div. of Chrysler Corp. since 1927 and as exec. engr., body engin., since 1952. Born Beardstown, Ill., Dec. 23, 1891. Entered automobile business in 1910 with Regal Motor Car Co. as draftsman.

THORESON, W. H., with Hudson Motor Car Co. as dir. of overseas operations since 1950. Born in Norway June 23, 1900. General Motors Institute in Norway and New York University. Entered automobile business in 1919 in Norway with Buick Motor Div.

THOMAS, BERNIE F., with Automotive News as associate editor since 1948. Born New York Nov. 28, 1916. Wayne Univ. Entered automobile business in 1946 at Detroit with Automotive News as reporter.

THOMAS, DAVID O., with Bendix - Westinghouse Auto Air Brake Co. as president since 1942. Born Johnstown, Pa., Nov. 22, 1882. High school. Entered automobile business in 1909 at Sharon, Pa., with Driggs - Seabury Ordnance Corp. as shop clerk.

THOMAS, ROBERT M., with Perfect Circle as sales mgr. of mfrs. sales since Nov. 1, 1943. Born Pittsburgh, Pa., 1899. Cornell Univ. and Carnegie Inst. of Technology. Entered automobile business in 1932 in Hagerstown Ind., with Perfect Circle as secy. and gen. mgr. of Perfect Circle Co., Ltd.

THOMPSON, IRVINE W., with Chevrolet Motor Div. as gen. parts and access. mgr. since 1947. Born Baltimore, Md., May 29, 1899. One year college. Entered automobile business in 1919 in Baltimore, Md., with Chevrolet Motor Div. as mechanic.

TILT, CHARLES A. with Diamond T Motor Car Co. as chmn. of bd. since January, 1946. Born Chicago, Ill., June 28, 1877. Chicago Univ. and priv. schls. abroad. Entered automobile business in 1905 in Chicago, Ill., with Diamond T Motor Car Co. as founder.

TOMLINSON, EMMETT F., with The B. F. Goodrich Co. as gen. mgr. Automotive, Aviation and Govt. Divs. since Jan. 1, 1953. Born Newark, O., March 14, 1906. Ohio State Univ. Entered automobile business in 1927 at Akron with The B. F. Goodrich Co. as salesman.

TOOKER, JOHN C., with Reo Motors, Inc., as vice-pres. and asst. to pres. since 1949. Born Detroit, Mich., July 8, 1906. Mich. St. Coll. Entered automobile business in 1924 at Lansing, Mich., with Reo Motors, Inc., in factory.

TOWLE, H. LEDYARD, director, Color Engrg., Pittsburgh Plate Glass Co. Pratt Institute. Adelphi Coll., Art Students League of N. Y. Entered automobile business in 1924 in N. Y. City with Du Pont as First Dir. of Duco Color Adv. Serv.

TRESE, R. H., with Timken-Detroit Axle Co. as vice-pres. in chge. of sales since 1940. Born 1897. Entered automobile business in 1916 at Jackson, Mich., with Jackson Automobile Co. in sales and adv. dept.

TRESLAR, GLEN H., vice-pres. in charge of sales with Black & Decker Mfg. Co. since 1926. Entered automobile business in 1923 with Buffalo Machinery Sales Corp. Born Mehoopany, Pa., in 1898.

TRIANTAFILLU, HARRY, D., H. D. T. Company Factors, Inc., pres. since 1948 (owner since 1927). Born in Greece, Feb. 10, 1895. Theological college. Entered automobile business in 1927 at White Plains, N. Y. with own company to mfr. Blue Coral.

TROENDLY, HARRY P., with Spring Div. Borg-Warner Corp., Bellwood, Ill., as vice-pres. and gen. mgr. since 1940. Born McCook Neb., Sept. 21, 1897. Univ. of Neb., B.S. of M.E. Entered automobile business in 1923 at Chicago, Ill., with William D. Gibson Co. as research engr.

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No need to consult astronomy or astrology! Just look down the highways and the byways of America and you'll know — Rootes cars are big business in the U. S. A. and getting bigger all the time!

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AUTOMOTIVE NEWS FAMILY ALBUM

TROOST, GEORGE W., with Chrysler Corp. as vice-pres. since 1949 and comptroller since 1947. Born in Canaan, Vt., April 25, 1902. Univ. of Michigan, A.B. Entered automobile business in 1935 with Chrysler Corp., as asst. comptroller.

VAN HALTEREN, FRANK E., with Chrysler Div., Chrysler Corp., as director of service since 1949. Born Grand Rapids, Mich., July 25, 1893. Michigan State Coll. Entered automobile business in 1919 at Racine, Wis. Joined Chrysler Corp. in 1935.

VAUGHAN, HAROLD G., with Muskegon Piston Ring Co. as vice-pres. since 1927. Born in Michigan, 1900. High school. Entered automobile business in 1920 at Muskegon with Sealed Power Corp. as tool and die maker.

VIVIAN, LLOYD R., Ditzler Color Div., Pittsburgh Plate Glass Co. as sales prom. mgr. since 1939. Born in Eagle River, Mich., 1890. Entered automobile business in 1933 at Detroit with Ditzler in sales dept.

WAGSTAFF, JAMES B., with DeSoto Div. of Chrysler Corp. as vice-pres. in chge. of sales since 1946. Born Ethridge, Tenn., June 4, 1896. Georgetown Univ. Law Sch., LL.B. degree. Entered automobile business in 1915 at Washington, D. C., with Harper-Overland Co. as parts clerk.

TROUT, CHARLES W., with Oneida Products Corp. as vice-pres. and dir. of sales since 1943. Born White Oak, Pa., Oct. 16, 1900. Syracuse Univ., B.S. degree. Entered automobile business in 1943 at Canastota, N. Y., with Oneida Ltd., School Bus Sales Div., as dir. of sales.

VAN TASSEL, JOHN B., with Automotive News as Dealer Business columnist since 1946. Born in Niagara Falls, N. Y. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as field analyst.

VEALE, GEORGE W., with Eaton Mfg. Co. as vice-pres. and gen. mgr. since 1940. Born Topeka, Kans., Jan. 9, 1887. High school. Entered automobile business in 1914 at Detroit, Mich., with Timken Detroit Axle Co. as asst. to factory mgr.

VREDENBURG, DALE M., with Edwards Trailer Co. as sales mgr. since Apr., 1952. Born Shepherd, Mich., June 4, 1903. Univ. of Mich. Entered automobile business in 1923.

WALKER, GEORGE W., operating own business since 1929. Born Chicago, Ill., May 22, 1897. Cleveland Sch. of Art; Otis Inst. of Los Angeles; John Huntington Poly. sch. Entered automobile business in 1929 at Detroit, Mich., as industrial designer.

ULLMAN, WILLIAM, with Automotive News as Washington editor since 1933. Born St. Joseph, Mo., Oct. 30, 1882. Portland, Ore., Univ. Entered automobile business in 1912 at Washington, D. C., with The Washington Herald as automobile editor.

URBAN, FRANK M., with United States Rubber Co. as sales mgr. Engineered Rubber Prod. Div. Born Chicago, Ill., Dec. 9, 1902. Northwestern Univ. Entered automobile business in 1929 at Chicago with U. S. Rubber as salesman.

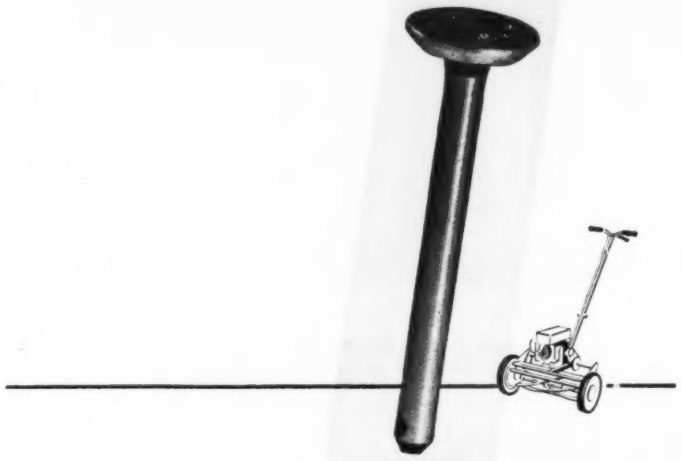
UTLEY, ROY W., with DeSoto Div. of Chrysler Corp. as dir. of service since 1944. Born Raleigh, N. C., 1894. High school. Entered automobile business in 1914 in North Carolina with C. A. Payne as mech.

VAN BENSCHOTEN, JOHN, with John Van Benschoten, Inc., as pres. since 1900. Born Lagrangeville in 1870. Eastman Coll. Entered automobile business in 1900 at Poughkeepsie, N. Y. with John Van Benschoten, Inc.

VANCE, HAROLD S., with Studebaker since 1910. Chmn. of board since 1935. Born in Port Huron, Mich., Aug. 22, 1890. Entered automobile business in 1910 at Port Huron, Mich., with E.M.F. as mechanic.

vanderZee, ABRAM, with Chrysler Corp. as vice-pres. in chge. of sales since 1938. Born Jersey City, N. J., Aug. 18, 1893. Business Adm. Entered automobile business in 1914 in New York with Chevrolet Motor Co. as retail automobile salesman.

VanDerzee, NORMAN K., with Hudson Motor Car Co. as vice-pres. in chge. of sales; with Hudson since 1933. Born Jersey City, N. J., June 29, 1898. Business college. Entered automobile business in 1916 in New York City, N. Y., with Chevrolet Motor Co.



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AUTOMOTIVE NEWS FAMILY ALBUM

WALKER, THEODORE F., with Kent-Moore Organization, Inc., as vice-pres. (prod) since March 17, 1949. Born Bloomfield, Ind., Oct. 14, 1911. High School; Purdue Univ., B.S., M.E. Entered automobile business in 1933 in Flint with Buick as tool designer.

WATSON, C. FRED, with Studebaker Corp. since 1936; now sales prom. mgr. Born Muskegon, Mich., Univ. of Mich., A.B. and Bus. Adm. Entered automobile business in 1910 at Muskegon, Mich., with Continental Motors as cost acct.

WAY, WALKER, with Chrysler Div., Chrysler Corp., as dir. of adv. and merch. since 1952. Born Detroit, June 13, 1900. Entered automobile business as a retail salesman in 1919.

WEBB, W. G., with Evans Products Co. as vice-pres. chge. Railroad Equip. div. since 1935. Born in Pontiac, Mich., Oct. 27, 1895. Detroit Coll. of Law. Entered automobile business in 1916.

WEED, HUGH H. C. with Carter Carburetor Corp. as pres. since 1945. Born Stamford, Conn., in 1883. Amherst Coll., A.B. Entered automobile business in 1913 at St. Louis, Mo., with Carter Carburetor Co. as vice-pres. and gen. mgr.

WALLACE, DAVID A., with Chrysler Division, Chrysler Corp. as pres. since 1937. Born Castleton, Kans., March 1, 1888. Highland Park Coll. of Engrg. Entered automobile business in 1908 at Wichita, Kans. as owner of Kansas Motor Car Co. Joined Chrysler Corp. in 1929.

WATSON, JAMES W., with Nash Motors as eastern sales mgr. since June, 1950. Born Marietta, O. Wharton Sch. of Univ. of Pa. Entered automobile business in Michigan and Indiana with Franklin Automobile Co. as service rep.

WEBB, FRANK, partner, Schipper-Webb Associates. Born Ypsilanti, Mich., Univ. of Mich., A.B. Entered automobile business in Kalamazoo, Mich., as adv. mgr., Roamer Motor Car Co.

WEED, FREDERICK G., with Rinshed-Mason Co. as pres. since May 1946. Born in Norwalk, Conn., Mar. 4, 1896. Valparaiso Univ., B.S. Entered automobile business in 1920 at Detroit, Mich., with Dodge Bros. as chemist.

WEED, JACK C., with Automotive News as truck and service editor since 1933. Born in Detroit, March 25, 1891. Pratt Inst. Entered automobile business in 1909 at Pontiac, Mich., with Oakland Motor Car Co. as tester.

WALLACE, ROBERT C., with Diamond T Motor Car Co. as exec. engr. since February, 1947. Born Chicago, Ill., June 8, 1903. Lake Forest Acad. and Mass. Inst. of Tech. Entered automobile business in 1927 at Indianapolis, Ind., with Stutz Motor Car Co. in serv. dept.

WALTERS, FRED J., with Packard Motor Car Co. as vice-pres. and gen. sales mgr. since 1952. Born New York City, Feb. 18, 1936. Princeton, B.A. degree. Entered automobile business in 1927 at New York City with Cadillac in retail sales.

WALWORTH, WM M., with Reo Motors, Inc., as vice-pres. chge engrg. since 1948. Born Lawrence, Mass., Mar. 19, 1904. Mass. Inst. of Tech., B.E. Entered automobile business in 1927 at Lansing, Mich. with Reo Motor Car Co. as lab. engr.

WARD, ELMER L., pres., Goodall-Sanford, Inc., Goodall Fabrics, Inc., and The Palm Beach Co. Born in Boston, Mass., Feb. 25, 1898. Became associated with Goodall Sanford Mills in 1931.

WARNER, JOHN A. C., with Society of Automotive Engineers, Inc., as secy. and gen. mgr. since 1930. Born Putnam, Conn., July 12, 1893. Worcester Polytechnic Inst., B.S. in Mech. Sigma Xi, Tau Beta Pi. Entered automobile industry in 1917 with U. S. Bureau of Standards as lab. research asst.

WARREN, KENNETH W., with Federal Mogul Corp. as sales mgr. since 1946. Born Newark, N. J., June 13, 1902. Stevens Inst. of Tech., M.E. Entered automobile business in 1926 at Detroit, Mich., with Continental Motors Corp. as engr.

WATERFALL, THORNTON E., with Parts Div., Chrysler Corp. as vice-pres. and gen. mgr. since 1948. Born Detroit, March 2, 1904. Univ. of Mich., B.A. degree. Entered automobile business in 1926 at Springfield, O., as pres. of own (Dodge) dealership.

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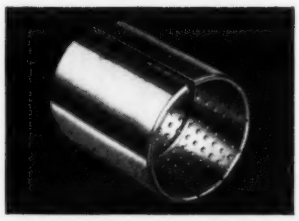

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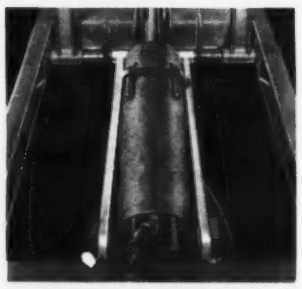

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St. Paul

AUTOMOTIVE NEWS FAMILY ALBUM

WEEMHOFF, JAY, with Collins & Aikman Corp. as gen. sales mgr. Born Grand Rapids, Mich., Feb. 17, 1896. High sch. and bus. college. Entered automobile business in 1919 at Detroit with Fisher Body Corp. in pur. dept.

WELSH, SIR WILLIAM, K.C.B., D.S.C., A.F.C. N. Amer. rep. for Society of Motor Manufacturers & Traders (Great Britain) since 1948.

WETTLAUFER, ELMER G., with Wettlaufer Engineering Corp. as pres. since 1942. Born Saginaw, Mich., July 8, 1902. Entered automobile business in 1919 with Cadillac Motor Car Co.

WEYBURNE, FREDERIC C., with Marshall Eclipse Div., Bendix Aviation Corp. as gen. mgr. since 1943. Born Chicago, Ill., on May 20, 1902. Dartmouth College. Entered automobile business in 1926 at South Bend, Ind., with Bendix Brake Co. as mechanic.

WHEATON, FLOYD L., with Bendix-Westinghouse Automotive Air Brake Co. as sales mgr. since May 1, 1943. Born Gruenville, Pa., on Dec. 13, 1894. High school. Entered automobile business in 1916 with Scripps-Booth Corp.

WELLOCK, E. S., since 1949 mgr. of Chevrolet mfg. plants. Born Harbor Beach, Mich., 1898. Graduated mech. engr. Univ. of Mich., 1920. Joined Chevrolet 1923 as draftsman in standards dept., central office staff.

WEMHOFF, BERNARD J. (Pete), with Automotive News as editor since 1944. Born Decatur, Ind., Dec. 31, 1910. Univ. of Detroit, B.S. Entered automobile business at Detroit with Automotive News in 1936 as reporter.

WETTLAUFER, HERBERT J., with Wettlaufer Engrg. Corp. as admin. vice-pres. since 1953. Born Saginaw, Mich., Mar. 21, 1904. Univ. of Mich. Entered automobile business in 1953 at Detroit with Wettlaufer Mfg. Corp. as vice-pres.

WHEATLEY, JAMES A., JR., with Grey-Rock Div. Raybestos-Manhattan, Inc. as sales mgr., repl. products since 1948. Born Baltimore, Md., Sept. 21, 1892. Entered automobile business in 1919 at Philadelphia with Thermoid Rubber Co. as salesman.

WHITE, FRANK M., with Gabriel Co., Cleveland as chmn. of bd. since June 1, 1951. Born Dewey, Ill., June 21, 1885. Univ. of Ill., B.S.; Univ. of Wis., M.S. Entered automobile business July 1, 1926, at Rockford, Ill., with Burd Piston Ring Co. and Liberty Foundries Co. first as sales mgr. then pres., 1927.

WHITE, H. KIRK, vice-pres. of The Mitchell-Bentley Corp., and dir. of Ionia Mfg. Co. (div. of Mitchell-Bentley Corp.). Born Owosso, Mich., Mar. 19, 1893. Univ. of Mich. Entered automobile business in 1950 with Ionia Mfg. Co. as vice-pres.

WHITEHURST, ROLAND, with Electric Storage Battery Co. as vice-pres. in chge. of sales since Oct., 1948. Born Manchester, Eng., 1893. Grade, high schl. Entered automobile business in 1908 at New York City with Electric Storage Battery Co.

WHITNEY, DOUGLAS B., with General Motors Corp., gen. mgr. Harrison Radiator Div., Lockport, N. Y. Born Jan. 6, 1893. Started with Harrison March 3, 1919. Served two years as compt. and treas. General Aviation Co.

WHITNEY, MAURICE P., with Eclipse Mach. Div., Bendix Aviation Corp. as gen. mgr. since Dec. 1, 1945. Born Seneca Castle, N. Y., Feb. 22, 1896. Syracuse Univ., Coll. of Applied Sci., M.E. degree. Entered automobile business in 1919 at Elmira, N. Y., with Eclipse Mach. Co. as engineer.

WHITTAKER, C. K., with Studebaker Corp. as vice-pres. since 1935. Born Springfield, Mo., Nov. 28, 1889. Colorado Col. Entered automobile business in 1911 at Meadville, Pa., with Overland dealer as salesman.

WIBEL, ALBERT M., with Nash-Kelvinator Corp. as vice-pres. since June, 1943. Born Peru, Ind. Univ. of Indiana; Detroit Coll. of Law, LL.D. Entered automobile business in 1912 at Detroit, Mich., with Ford Motor Co. as engineering clerk.

WICKHAM, FRANK A., with Lyon, Inc., as gen. sales mgr. since 1951. Born Meadville, Pa. Entered automobile business in 1909 at Spokane, Wash., with E. M. F. Co., as br. mgr.

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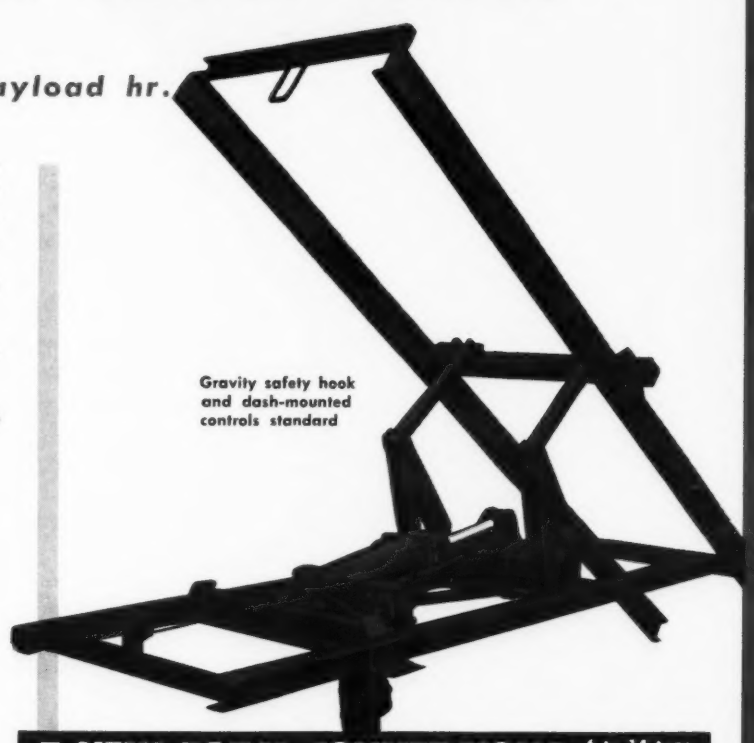

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84" to 102" C/A	102" to 120" C/A	120" C/A 84" to 120" C/T
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*Also H 16 FW wrap-around model (84" C/A — 8 to 10-ton cap.).

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AUTOMOTIVE NEWS FAMILY ALBUM

WIELAND, ARTHUR J., with Ford Motor Co. as vice-pres. (since 1951) and as gen. mgr. Ford Int'l since 1949. Born Sandusky, O., 1895. Entered automobile business in 1925, overseas, with General Motors.

WILES, IVAN L., with Buick Motor Div. as gen. mgr., vice-pres. of GM. Born Goodland, Ind., June 13, 1898. Wabash College, A.B. degree. Entered automobile business in 1928 at Pontiac, Mich., with Oakland Motor Car Co. as accountant. Joined Buick in 1932.

WILLIAMS, FRED E., with Zenith Carburetor Div., Bendix Aviation Corp. as gen. sls. mgr. since 1945. Born Bedford, O., in 1902. High school and ext. courses. Entered automobile business in 1917 at Detroit, Mich., with Zenith Carburetor Co. as blueprint boy.

WILLIAMS, HARRY A., with Automobile Mfrs. Assn. as manager of public relations dept. since April, 1952. Born in Cincinnati, Sept. 2, 1918. Wayne University. Entered automobile business with Automotive News in 1937.

WILLIAMS, ROBERT J., with Cadillac Products, Inc., as prod. engr. since 1951. Born in Detroit Dec. 14, 1926. Notre Dame Univ., B.S. Entered automobile business in 1948 at Detroit with Cadillac Products, Inc.

WILLIAMS, SELDEN, T., pres. A. Schrader's Son, Inc. Vice-pres., Scovill Mfg. Co. and gen. mgr. of Schrader Div. since 1948. Born Canton, N. Y., Feb. 7, 1892. St. Lawrence U., B.E., M.S.; Worcester Polytechnic Inst., B.S. in M.E. Entered automobile business in 1906 at Canton, N. Y., with Cook's Island Garage as mechanic's helper.

WILLIAMS, WALKER A., appointed vice-pres. sales and adv., Ford Motor Co., Sept. 25, 1950. Born Wellington, Mo., June 8, 1901. Illinois Univ. Entered automobile business in 1925 at Kansas City with Ford Motor Co. as clerk.

WILLIS, FRANK B., with Bendix Products Div. of Bendix Aviation Corp. as office mgr. since 1946. Born Waterloo, Ind. Indianapolis Business University. Entered automobile business in 1900 at Indianapolis, Ind., with Carl G. Fisher Co. as salesman.

WILSON, STEVEN B., with Fram Corp. as pres. since 1929; chmn. of bd. since 1942. Born Washington, D.C., Dec. 12, 1890. University of Mich., George Washington Univ. Entered automobile business in 1920 at Detroit with McCord Radiator Co. as asst. sales mgr.

WINDSOR, (BUZZ) E. W., with Sherwin-Williams Co. as gen. mgr. auto sales since 1925. Born Kenosha, Wis., 1896. Univ. Wis. Entered automobile business in 1920 at Cleveland with United Automotive Body as sales correspondent.

WINE, LYMAN A., with Electric Auto-Lite Co. since 1942; vice-pres. 1951. Born Marion, Ind., July 30, 1895. Grad. Ohio State Univ. Sch. Aeronautics. Entered automobile business in 1919 as salesman for C. M. Hall Lamp Co.

WINES, JAMES P., with Fisher Body Div., GM Corp. as gen. dir., pub. rel. and adv., since 1953. Born St. Louis, Mo., Dec. 13. Chicago pub. schools, Univ. of Chicago. Entered automobile business in 1934 at Detroit with Kudner Agency, Inc., as publicity man.

WINKLER, ALBERT H., with Eclipse Machine Div. as chief engr. of Stromberg Carb. div. since Jan. 1, 1948. Born Chicago, Ill., Nov. 7, 1908. Armour Inst. of Tech., B.S. in M.E., M.E. professional degree. Entered automobile business in 1930 at South Bend, Ind., with Bendix-Stromberg Carburetor Co. as jr. engr.

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WINTHER, MARTIN P., with Eaton Mfg. Co. vice-pres., dir. of engrg. since 1948. Born Denmark, Nov. 4, 1888. Entered automobile business in 1911 at Kenosha, Wis., with Thomas B. Jeffrey Co., as apprentice.

WRIGHT, ELLIS J., with Miller Mfg. Co. as sales mgr. since 1938. Born Forest, Ont., Can., Dec. 16, 1909. Technical night coll., Wayne Univ., Detroit. Entered automobile business in 1926 at Detroit with Miller Tool & Mfg. Co. as tool design draftsman.

YNTEMA, THEODORE O., with Ford Motor Co. as vice-pres., finance since March 24, 1949. Born in Holland, Mich., April 8, 1900. Hope Coll., Harvard, Univ. of Ill., Univ. of Chicago. C.P.A. in Ill. Entered automobile business as consultant to Ford in 1947.

YOUNG, THOMAS H., with United States Rubber Co. as dir. of adv. since 1939. Born Boston, Mass., March 12, 1893. High school. Entered automobile business in 1916 at N.Y.C. with United States Rubber Co. as mgr. trade record dept.

ZIESMER, GEORGE F., past pres., National Automobile Dealers Assn., 1949. Born at Marshall, Minn. July 15, 1895. Macalester Coll., St. Paul, Minn. Ford Dealer since 1924, Mankato, Minn., since 1933.

WOLFRAM, JACK F., vice-pres. of GM and gen. mgr. Oldsmobile Div. Born Pittsburgh, Dec. 18, 1899. Grade, high school. Entered automobile business in 1921 at Cleveland, O., with Chandler Motor Car Co. as draftsman. Joined Oldsmobile in 1928.

WRIGHT, JOHN DAVID, with Thompson Products, Inc., since 1933, as pres. since Apr. 1, 1953. Born Pittsburgh, Pa., June 25, 1905. Western Reserve Univ., B. A.; WRU Sch. of Law, LL.D.; Cleveland Coll.

YOUNG, FRED M., with Young Radiator Co., Racine, Wis., as pres. and gen. mgr. since 1928. Born Muskegon, Mich., April 29, 1894. Grade school and special courses. Entered automobile business in 1913 at Muskegon, Mich., with Wright Cooler & Hood Mfg. Co. as apprentice.

ZEDER, JAMES C., with Chrysler Corp. as vice-pres. and dir. of engrg. and research since May, 1950. Pres. Chrysler Inst. of Engineering. Born Bay City, Mich., Apr. 17, 1900. Univ. of Mich., B.S., M.E.; Univ. of Dayton, Doctor of Engrg. Entered automobile business in 1922 at Detroit with Maxwell Motors.

ZONSIUS, KENNETH C., with Goodyear Tire & Rubber Co. as dir. of adv. since Jan. 1, 1952. Born Chicago, Ill., July 11, 1894. Attended Northwestern Univ. Entered automobile business 1917 at Chicago with Goodyear Org. as clerk.

WOOD, W. A., with Aetna Ball and Roller Bearing Co. as pres. and treas. Born Chicago, Ill., Dec. 31, 1897. Iowa State Coll. Entered automobile business in 1922 in Chicago, Ill., with Aetna Ball and Roller Bearing Co.

WOODALL, HERBERT J., with Woodall Industries, Inc., as pres. since 1919. Born Detroit, 1893. Detroit Univ. Sch. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co. as factory messenger.

WOODHOUSE, RICHARD C., with GMC Truck & Coach Div. as gen. sales mgr., Truck Div., since July 16, 1952. Born Traverse City, Mich., Aug. 18, 1904. Alma Coll., Univ. of Mich. Entered automobile business in 1924 with Cadillac Motor Div. of GM in sales dept. With GMC Truck & Coach Div. since 1930.

WOOLSON, L. IRVING, with DeSoto Div. Chrysler Corp. as pres. since 1952. Born New York City, June 27, 1904. Cornell Univ., M.E., 1926. Entered automobile business with Maxwell Motor Co. in 1924 as an assembler.

WORTHINGTON, JOHN A., with Koppers Co., Inc., piston ring dept. as mgr. Born Annapolis, Md., July 5, 1897.

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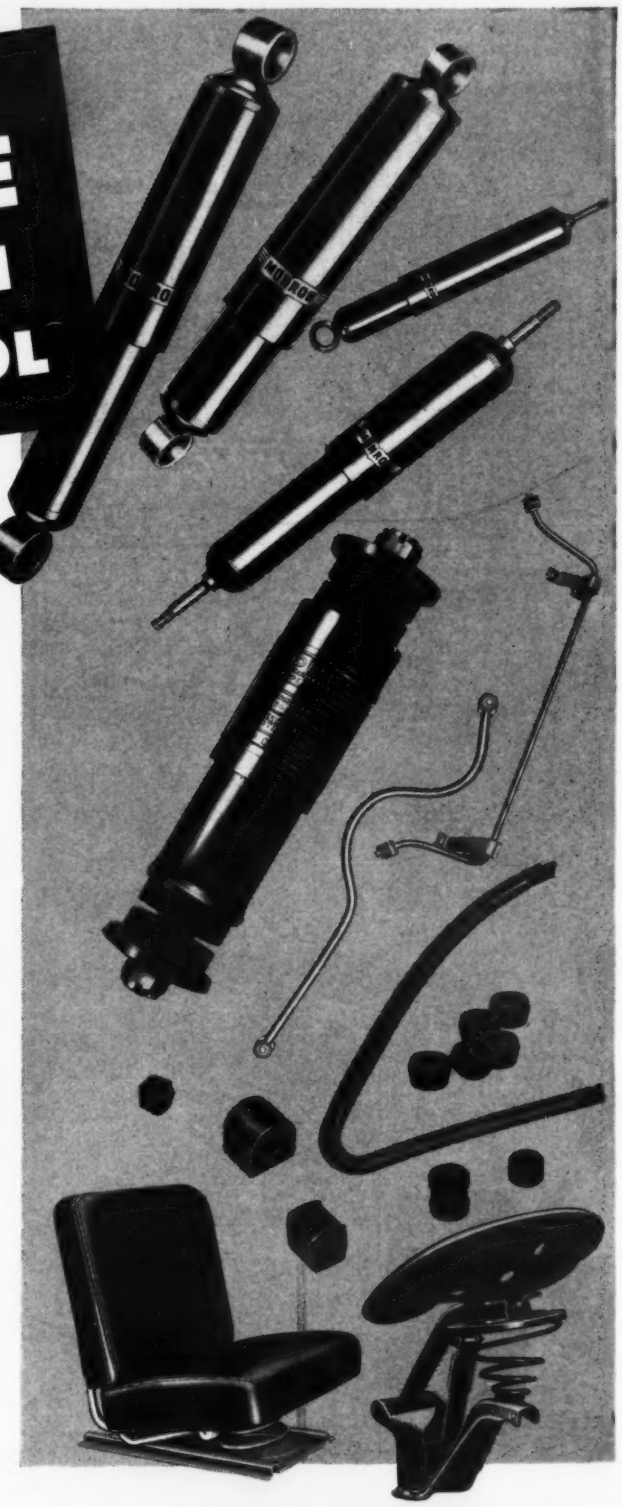

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AUSTIN, EDGERLY W., 3107 W. Grand Blvd., Detroit 6, Trinity 5-1380. **Timken Roller Bearing Co.**

AUSTIN, RUFUS P., asst. sales mgr., Manufacturers' Div. of **Perfect Circle Corp.,** 10438 W. McNichols Rd., Diamond 1-2253.

BARROWS, FRANK C., 1027 Fisher Bldg., Detroit 2, Trinity 1-5290. **Aluminum Co. of America.**

BEECHLER, J. S. 3-146 General Motors Building, Detroit 2, Trinity 3-7650. **Ranco, Inc.**

BENNETT, R. V., 627 Fisher Bldg., Detroit 2, Trinity 1-2560. **Champion Spark Plug Co.**

BLUME, W. A., 10341 W. McNichols Rd., Detroit 21, Diamond 1-2384. Vice-pres., **Thermoid Co.;** pres., **Asbestos Mfg. Co.**

BOOTH, F. E., 3-130 General Motors Bldg., Detroit 2, Trinity 2-4600. **Hyatt Bearings Div. of General Motors Corp.**

BROWN, G. A., 1703 Fisher Bldg., Detroit 2, Trinity 5-8245. **Goodall Fabrics, Inc.**

CAMPBELL, CORTLANDT R., 406 Fisher Bldg., Detroit 2, Trinity 5-4060. **A. S. Campbell Co., Inc.**

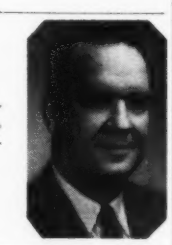
CASALOU, ROBERT A., 802 Stephenson Bldg., Detroit 2, Trinity 3-0300. **Unity Manufacturing Company.**

CHAMBERS, ALLAN C., 8-204 General Motors Bldg., Detroit 2, Trinity 5-5000. **Bendix Products Div. of Bendix Aviation Corp.**

CHERRY, GEO. H., 813 Fisher Bldg., Detroit 2, Trinity 5-1308. **The Anderson Company.**

CLOUSER, WALTER A., 521 New Center Bldg., Detroit 2, Trinity 2-2113. **Muskegon Piston Ring Company.**

COE, PHILIP K., 6500 Mt. Elliott, Detroit, Walnut 1-7900. Asst. to vice-pres. in charge of Detroit mfrs. office of **The Goodyear Tire & Rubber Co., Inc.**



CUNNINGHAM, H. C., 111 Oakman Blvd., Detroit 3, TO 9-8100. **The DeVilbiss Co.**

EARL, WILLIAM O., 8-120 General Motors Bldg., Detroit 2, TR. 1-8586. **Collins & Aikman Corp.**

EHLERT, FRED E., 725 Fisher Bldg., Detroit 2, Trinity 5-2493. **The Heil Company.**

ELDREDGE, ELTON M., 6432 Cass Avenue, Detroit 2, Trinity 1-4911. **Sparton Automotive Div. of The Sparks-Withington Co., Automotive & Marine Products Corp., Wood electric Co., Inc.**

FERGUSON, C. M., 4229 Cass Ave., TE. 3-8015. **Sun Electric Corp.**

FLEISCHER, J. W., 820 Fisher Bldg., Detroit 2, Trinity 4-1400. **General Electric Co., Lamp Div.**

FREIBERG, L. F., 8-205 General Motors Bldg., Detroit 2, Trinity 5-5000. **Stromberg — Eclipse Machine Div. of Bendix Aviation Corp.**

HANNA, H. ROSS, 504 Maccabees Bldg., Detroit 2, Temple 2-4000. **Eaton Mfg. Co., Reliance Division.**

HARTNETT, JOHN J., 516 New Center Bldg., Detroit 2, Trinity 3-4400. **Owens-Corning Fiberglas Corp.**

HAYNES, M. D., 18954 James Couzens Hwy., Detroit 35, University 2-7873. **Georgia Webbing & Tape Co., Susquehanna Mills, Inc., Cheney Bros.**

HOUGH, P. J., 3391 Sherbourne Rd., Detroit 21, University 1-1809. **Howard-Zink Corp.**

HOWERTH, HERBERT J., 3-141 General Motors Bldg., Detroit 2, Trinity 5-6960. **Stewart-Warner Corp.**

HUTCHINS, D. JOSEPH, 1405 Henry, Detroit 16, Woodward 3-1060. **Firestone Tire & Rubber Co.**

JANES, EDWIN H., 10341 W. McNichols Road, Detroit 21, Mich. Diamond 1-1801. Vice-pres. of **Asbestos Mfg. Co., in charge of automotive original equipment sales.**

JOHNSON, RUSSELL S., 8-212 General Motors Bldg., Detroit 2, Trinity 5-0662. **Eclipse Machine Div., Bendix Aviation Corp.**

JUDD, VINCENT C., 261 McDougall Avenue, Detroit 7, LO 8-1419. **Bendix Radio Division, Bendix Aviation Corp.**

KELLER, SAM T., 2457 Woodward, Detroit 1, Woodward 1-2040. **Yale & Towne Mfg. Co., Aetna Ball & Roller Bearing Co., Thompson-Bremer & Co.**

LAVERY, LORNE F., 7-122 General Motors Bldg., Detroit 2, Trinity 2-4700. **New Departure Div. of General Motors Corp.**

LAWTON, MORGAN B., 8627 Woodward Ave., Detroit 2, Trinity 5-3484. **Lincoln Engineering Co.**

LEGG, HOWARD L., 4620 Oakman Blvd., Detroit 4, Webster 3-2442. **Clayton Manufacturing Co.**

LEININGER, WILLIAM H., 13341 Livernois Ave., Detroit 4, Webster 3-3775. **Metal Powder Products, Inc.**

MADERY, L. W., 5915 W. Warren Ave., TY 8-0579. **International Harvester Co.**

MARSHALL, ARTHUR B., 5-117 General Motors Bldg., Detroit 2, Trinity 5-1103. **Carter Carburetor Corp.**

McCARTHY, L. P., 2842 West Grand Blvd., Detroit 2, Trinity 1-7170. Mgr., Detroit Branch, **Willard Storage Battery Co.**

MORSE, C. A., 6-248 General Motors Bldg., Detroit 2, Trinity 2-4178. **Tung Sol Electric, Inc.**

MOSS, THOMAS W., Thomas W. Moss & Associates, 19250 James Couzens Hwy., Detroit 35, Mich. Diamond 1-2345. **Wilkening Mfg. Co. and Postal-Ad Sales & Service Inc.**

MULCAHY, JOHN J., 5919 Cass Ave., Detroit 2, Mich. Trinity 2-6320. **The General Tire & Rubber Co.**

NESTLE, HARVEY J., 16141 Harper Avenue, Detroit 24, Tuxedo 5-4444. **Bear Manufacturing Co., Rotary Lift Co., Lisle Corp., Ammco Tools, Southco Products.**

OBEE, MILT T., 8799 Lyndon, Webster 3-4801. **Aro Equipment Corp., Champion Pneumatic Machine Co., Fox Products Co., Globe Hoist Co.**

PENNINGTON, WILLIAM W., 723 New Center Bldg., Detroit 2, Trinity 5-2636. **Auto-Lite Battery Corp.**

ROBBINS, A. W., 9545 Grand River Avenue Webster 3-5250. **Bearings Company of America.**

. . . *Manufacturers' Representatives in Detroit* . . .

SAWYER, F. A., 11th Floor—New Center Bldg., Detroit 2, TR 4-3500. **United States Rubber Co., Footwear & General Products Div.**

STUART, D. E., 8-204 General Motors Bldg., Detroit 2, Trinity 5-5000. **Marshall-Eclipse Division, Bendix Aviation Corp.**

TOMLINSON, W. L., 6045 Hamilton Ave., Detroit 2, Trinity 2-4500. **Pittsburgh Plate Glass Co., Automotive Glass Sales.**

VON MERTENS, E. K., 556 Maccabees Bldg., Detroit 2, Temple 2-3300. **American Bosch Corp.**

WALLS, FRED J., 5-223 General Motors Bldg., Detroit 2, Trinity 5-3436. **International Nickel Co., Inc.**

SCHRAG, T. F., 6520 Cass Ave., Detroit 2, Trinity 2-4880. **Clark Equipment Co.**

SULLIVAN, JOHN, 5227 Schaefer Hwy., LU 1-0188. **Manzel, Inc., The Nuday Co.**

VALPEY, F. RUSS, 316 Fisher Bldg., Detroit 2, Trinity 1-7502. **Standard Products Co.**

VOSLER, NEIL C., 10424 W. McNichols Rd., University 3-1694. **Purolator Products, Inc.**

WILLIAMS, RICHARD C., 5-238 General Motors Bldg., Detroit 2, Trinity 5-1993. **E. I. du Pont de Nemours & Co., Inc.**

SEIFERT, C. J., 1134 Maccabees Bldg., Detroit, TE 1-1027. **Reynolds & Reynolds Co.**

SINCLAIR, R. W., 8-255 General Motors Bldg., Detroit 2, Trinity 2-3433. **Casco Products Corp.**

STEGER, A. J., 318 Fisher Bldg., Detroit 2, Trinity 5-5992. **Bendix-Westinghouse Automotive Air Brake Co.**

STRITCH, GEORGE J., 903 New Center Bldg., Detroit 2, Trinity 5-8850. **B. F. Goodrich Co.**

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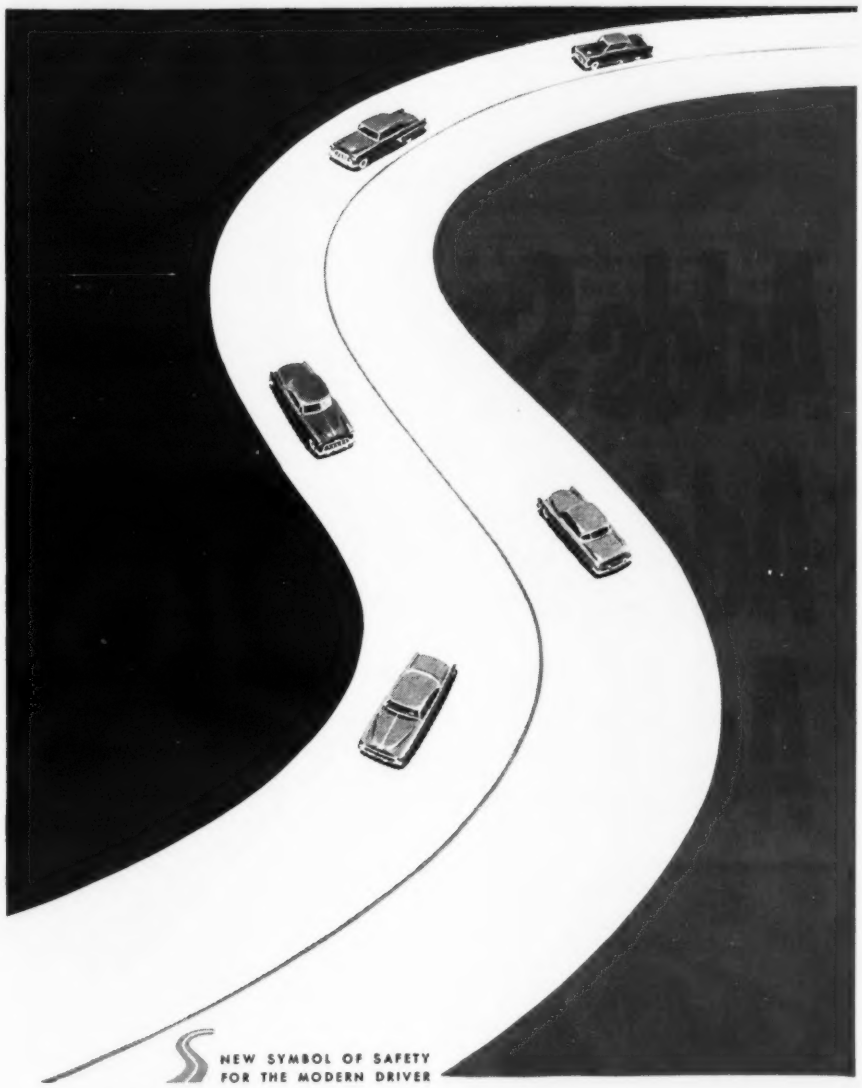

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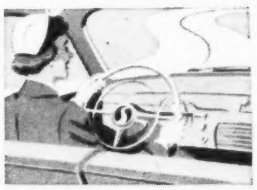
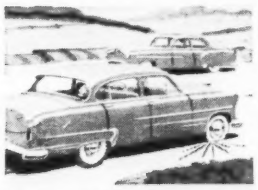


Saginaw brings you new driving safety—Saginaw Power Steering has the normal "feel of the road".



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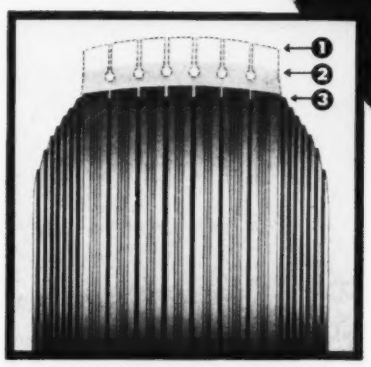
THE ONLY SCUFF GUARD* RIB

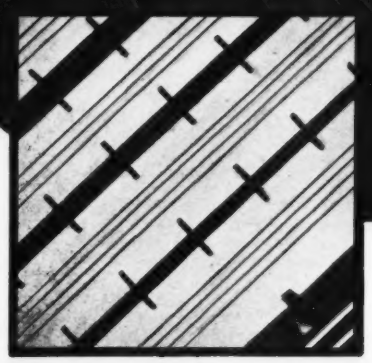
This tough-rubber ring wards off the blows of curb and rock, preserves white-wall beauty *for life.*



WITH—

UP TO 58% MORE SAFE MILEAGE

The only such extra-deep tread allows renewal of full skid protection twice without retreading.



WITH—

UP TO 51% QUICKER STOPS

The only Safety-Slotted Tread—3,000 biting edges—multiplies your grip of every road and highway.

WITH—

FISK PUNCTURE SEAL

Available now with Fisk's new lightweight, instant action, cooler running, positive balance PUNCTURE SEAL TUBE.

*Trademark of Fisk Division of United States Rubber Company

When it's Time to Re-Tire ®

FISK DIVISION OF UNITED STATES RUBBER COMPANY

. . . Media Men in Automobile Capital . . .

ANDERSON-SMITH, B. C., The John Budd Co., 642 Book Bldg., Detroit 26, Mich. Representing newspapers in 15 cities.

CORSON, D. M., Moloney, Regan & Schmitt, Inc., 4045 Penobscot Bldg., Detroit 26, Mich. Representing 15 publications.

GRAF, GENE, 1713 Fisher Bldg., Detroit 2, Mich. Detroit mgr. and automobile editor, New York Mirror.

HELLIER, EDWARD W., JR., The American Magazine, Crowell-Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich.

HOOD, CHARLES C., 1808 Fisher Bldg., Detroit 2, Mich. Mgr. Detroit Branch, Curtis Publishing Co.

ARMITAGE, CLAYTON P., 8-257 General Motors Bldg., Detroit 2, Mich. Mgr. Farm Journal, Inc.

DAVIDSON, JACK, 3575 Penobscot Bldg., Detroit 26, Mich. Detroit mgr., Coronet Magazine.

GROSS, WALTER, NBC radio & television, 3175 Penobscot Bldg., Detroit 26, Mich., Detroit mgr.

HEPLER, CHARLES D., 1006 Fisher Bldg., Detroit 2, Mich. Regional mgr., advertising sales staff, U. S. News & World Report.

HUSBANDS, ROY, Woman's Home Companion, Crowell-Collier Pub. Co., 3-161 General Motors Bldg., Detroit 2, Mich.

BAKER, JOHN H., JR., Free Press Bldg., Detroit 31, Mich. Chicago Daily News.

DAVIDSON, THEODORE A., 3-101 General Motors Bldg., Detroit 2, Mich. The Christian Science Monitor.

HAMMEN, JAY L., 3975 Penobscot Bldg., Detroit 26, Mich. Parade Publications, Inc. Detroit mgr.

HIGGINS, JAMES J., 1763 Penobscot Bldg., Detroit 26, Mich. Texas Daily Press League, Inc.; Arkansas Dailies, Inc.

JONES, JAMES B., Scripps-Howard Newspapers, 5-257 General Motors Bldg., Detroit 2, Mich. Representing 20 newspapers.

BATES, WALLACE E., 1761 Penobscot Bldg., Detroit 26, Mich. Chicago Tribune.

deBEAUBIEN, PHIL F., 8-240 General Motors Bldg., Detroit 2, Mich. Look magazine.

BEST, HIL F., 1005 Park Ave. Bldg. Vice-pres. in chge. of western operations, Fred Kimball, Inc. (newspapers); American Poultry Journal; The American Bottler; Workbasket and Extension magazines.

DIX, GEORGE S., 1457 Penobscot Bldg., Detroit 26, Mich. The Philadelphia Inquirer.

BURKE, JOHN D., Detroit mgr., Hearst Adv. Service, 6-229 General Motors Bldg., Detroit 2, Mich. Representing 10 Hearst newspapers and Pictorial Review.

DOTY, H. FAIRCHILD, 3-140 General Motors Bldg., Detroit 2, Michigan. Popular Mechanics magazine.

CHAFFIN, EDWARD J., 1808 Fisher Bldg., Detroit 2, Mich. Publication mgr., The Saturday Evening Post.

FIELD, ROBERT E., Time magazine, Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich.

CHARNEY, EDWIN, mgr., The Branham Co., 7-236 General Motors Bldg., Detroit 2, Mich. Representing 20 newspapers.

FORBES, BRUCE C., vice-pres. B. C. Forbes & Sons Publishing Co., 5-116 General Motors Bldg., Detroit 2, Mich. Forbes magazine.

CODY, FRED K., 8-240 General Motors Bldg., Detroit 2, Mich. Quick Magazine.

GALL, DAMON S., 2020 Guardian Bldg., Detroit 26, Mich. Detroit mgr. Pathfinder magazine.

An Ad in the Classified Section of Automotive News will get you quick action, and a satisfactory return for your investment.

. . . Media Men in Automobile Capital . . .

LAINE, MAURICE D., 1808 Fisher Bldg., Detroit 2, Mich. Publication mgr., Country Gentleman.

LUSK, O. E., 2970 W. Grand Blvd., Detroit 2, Mich. Elks magazine.

METZGER, HOYT (RED), 3-255 General Motors Bldg., Detroit 2, Mich. Newsweek magazine.

PENDRAY, C. C., Detroit mgr., Ward-Griffith Co., Inc., 6-223 General Motors Bldg., Detroit 2, Mich. Newspaper representatives.

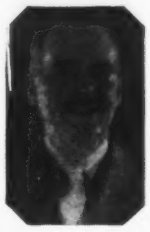
SPADEA, JOSEPH R., 902 Fisher Bldg., Detroit 2, Mich. Representing Columbia Broadcasting System, Inc., Radio Network Detroit Manager.

LEMPKE, LESLIE C., 1808 Fisher Bldg., Detroit 2, Mich. Publication mgr., Ladies' Home Journal.

McDONOUGH, F. J., 5-230 General Motors Bldg., Detroit 2, Mich. Detroit mgr., American Weekly.

MILLER, LUKE E., 1701 Fisher Bldg., Detroit 2, Mich. Meredith Publishing Co., Successful Farming, Better Homes & Gardens.

PEQUINOT, PAUL H., 3049 E. Grand Blvd., Detroit 2, Mich. Mgr. Detroit office, Scheerer & Co., Indiana League of Home Dailies, Michigan League of Home Dailies.



STALL, DAN M., 1900 Fisher Bldg., Detroit 2, Mich. Time magazine.

LUNDALE, J. W., Ridder-Johns, Inc., 850 Penobscot Bldg., Detroit 26, Mich. Detroit mgr. 4 newspapers.

McGUINEAS, M. O., Detroit mgr., Kelly-Smith Co., 713 New Center Bldg., Detroit 2, Mich. Representing 28 newspapers.

MORIN, ROBERT M., Geo. A. McDevitt Co., 425 New Center Bldg., Detroit 2, Mich.

ROBERTS, PRESTON mgr., Detroit office, O'Mara & Ormsbee, Inc., 640 New Center Bldg., Detroit 2, Mich. Representing 12 newspapers.

STEVENS, CLARK H., vice-pres., Sawyer-Ferguson-Walker Co., 1630 Guardian Bldg., Detroit 26, Mich. Representing 18 newspapers.

An Ad in the Classified Section of Automotive News will get you quick action, and a satisfactory return for your investment.

RUPRECHT, PHILLIP, 856 Penobscot Bldg., Detroit 26, Mich. Vice-pres., McGraw-Hill Publishing Co.

TRUDE, SAMUEL H., 5-270 General Motors Bldg., Detroit 2, Mich. Mgr. Detroit office This Week magazine.

ST. CLAIR, JOHN P., Time, Inc., 1900 Fisher Bldg., Detroit 2, Mich. Life magazine.

VAN HORN, EDWARD, JR., 1900 Fisher Bldg., Detroit 2, Mich. Fortune magazine.

SALTSMAN, ROBERT G., 3575 Penobscot Bldg., Detroit 26, Detroit mgr., Esquire, Inc.

VAN HORN, HAROLD H., 1336 N. Woodward, Royal Oak, Mich. Detroit mgr., Sports Afield magazine.

SAMPSON, DAVID E., Detroit mgr., Jann & Kelley, Inc., 926 Buhl Bldg., Detroit 26, Mich. Representing 27 newspapers.

WALBRIDGE, WILLARD, mgr., Television, 622 W. Lafayette, Detroit 31, Mich. WWJ-TV. Vice-pres. and gen. mgr., WJIM and WJIM-TV, Lansing, Mich.

SCOLARO, JOSEPH R., of Scolaro, Meeker and Scott, 8-241 General Motors Bldg., Detroit 2, Mich. Representing 9 newspapers and Grit magazine.

WHITE, ROBERT H., NBC radio and television, 3175 Penobscot Bldg., Detroit 26, Mich.

SHAFER, JACK, mgr., West-Holliday Co., Inc., 1214 Penobscot Bldg., Detroit 26, Mich. Represents daily newspapers in the Pacific Coast, Rocky Mountain and Midwestern states.

WOODRUFF, ROBERT N., Detroit mgr. Crowell-Collier Publishing Co., 3-161 General Motors Bldg., Detroit 2, Mich. American Magazine, Collier's, Woman's Home Companion.

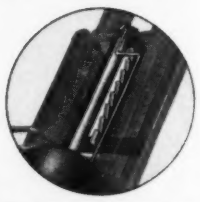
SCIENTIFICALLY ENGINEERED

BAY LIFT

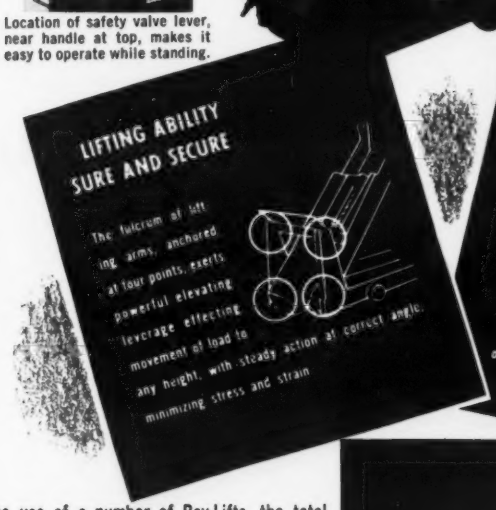
PORTABLE • PNEUMATIC

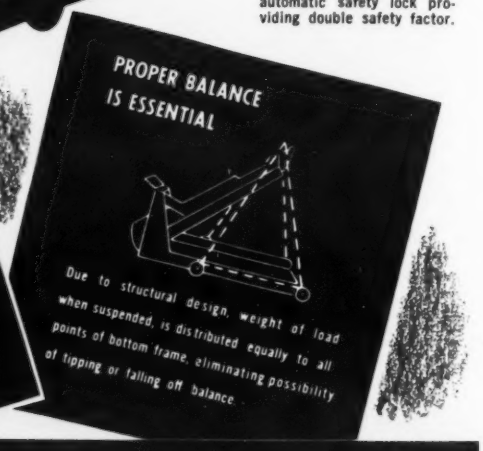
INSURES ABSOLUTE **SAFETY**

Location of safety valve lever, near handle at top, makes it easy to operate while standing.



Equipped with independent automatic safety lock providing double safety factor.





The use of a number of Bay-Lifts, the total cost of which is less than an ordinary stationary hoist, not only insures a saving of from 25 to 50% in time and labor, but permits a number of jobs to be worked on simultaneously.

There Is No Substitute for Proven Performance

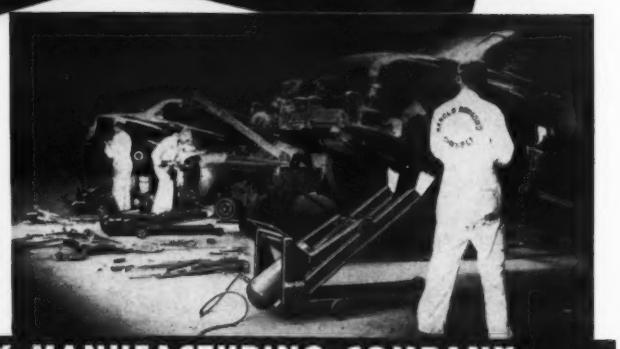


Photo shows number of Bay-Lifts in operation in the body and fender department of Harold Raymond, Inc., Compton, California.

MEMA

CABLE LOPREH NEW YORK

BAY MANUFACTURING COMPANY
BOX 578 • TORRANCE, CALIFORNIA
OVERSEAS DIVISION, 276 WEST 43RD STREET, NEW YORK 36, N. Y.

Operation Opportunity

✓ the product the Chrysler-Plymouth dealer sells is leadership. Leadership in new car performance features . . . over half the major developments in the automobile in the past 28 years have been Chrysler "firsts". Leadership in car worth . . . the extra quality built into every Chrysler can be clearly demonstrated by any good salesman who becomes acquainted with the many counts on which competing cars fall short of Chrysler's extra values.

✓ the policy back of the Chrysler-Plymouth dealer sales agreement is intended to help the man of ability and character to succeed. Territories are carefully defined in terms of realistic sales potentials which give a man great profit opportunity. We endeavor to back every dealer with all possible assistance from advanced accounting systems to the most effective merchandising and selling aids.

✓ the success story of Chrysler-built cars is also the success story of thousands of Chrysler-Plymouth dealers. No need to remind you of the almost unbelievable growth of Chrysler Corporation . . . the Horatio Alger story of the automotive industry. The record of how Chrysler-Plymouth dealers have participated in that growth, and how they continue to benefit today will be of great interest to the qualified man inquiring about one of the Chrysler-Plymouth dealer sales agreements available today. For complete information, write Chrysler Division, 12200 E. Jefferson Avenue, Detroit 31, Michigan.

Chrysler Division of Chrysler Corporation

. . . Managers of State Dealer Associations . . .

National Automobile Dealers Assn., 1026 17th St., N.W., Washington, D. C. **FREDERICK J. BELL**, exec. vice-pres.

Arkansas Automobile Dealers Assn., Inc., 108 W. Ninth st., The Remmel Bldg., Little Rock, Ark., **GEORGE H. BENJAMIN**, executive secretary.

Motor Car Dealers Assn. of Southern California, 710 Ninth and Hill bldg., Los Angeles, Calif., **CHARLES H. ELMENDORF**, executive secretary.

Cleveland Automobile Dealers Assn., 310 Lakeside ave. W, Cleveland 13, O. **R. EARL BURROWS**, secretary-manager.

Idaho Automobile Dealers Assn., 308 Continental Bank Bldg., Boise, Ida., **LEON L. WEEKS**, secretary.

Automobile Dealers Assn. of Alabama, Inc., 1216 Bell Bldg., Montgomery, Ala. **FRANK R. BROADWAY**, executive vice-president.

Brooklyn and Long Island Automobile Dealers Assn., Inc., Hotel Granada, 268 Ashland Pl., Brooklyn 17, N. Y., **C. RAY PALMER**, executive vice-president.

Federation of Automobile Dealers Assns. of Canada, 145 Yonge st., Toronto, Ont., **HOWARD B. MOORE**, managing director.

Colorado Automobile Dealers Assn., Denver Automobile Dealers Assn., 16 W. 13th ave., Denver, Colo., **TOM D. BRADEN**, manager.

Illinois Automotive Trade Assn., Inc., 616 Ridgely Bldg., Springfield, Ill. **LES SANDER**, executive manager.

Arizona Automobile Dealers Assn., 214 Central Madison Bldg., Phoenix, Ariz., **CLINTON A. STEINHOFF**, manager.

Northern Calif. Motor Car Dealers Assn., Inc., 1409 Bush st., San Francisco, Calif. **AMOS T. CROWL**, managing director.

Chicago Automobile Trade Assn., 35 E. Wacker dr., Chicago 1, Ill., **EDWARD L. CLEARY**, general mgr.

Connecticut Automotive Trades Assn., Inc., 410 Asylum st., Hartford 3, Conn., **CARL R. LANE**, executive vice-president.

Automobile Dealers Assn. of Indiana, Inc., 224 N. Meridian, Indianapolis, Ind. **HERMAN SCHAEFER**, executive secretary.

Delaware Automobile Dealers Assn., 901 Market st., Equitable Security bldg., Wilmington, Del., **PAUL J. RONEY**, executive secretary.

Iowa Automobile Dealers Assn., 908 Locust St., Des Moines, Ia., **ALFRED W. KAHL**, secretary-manager.

Detroit Auto Dealers Assn., 4600 Cass Ave., Detroit, Mich. **PAUL T. GRAVES**, executive vice-president.

Kansas Motor Car Dealers Assn., 214 W. Sixth Ave., Topeka, Kan., **ROSCOE HAMBRIC**, secretary-manager.

Washington Automotive Trade Assn., Suite 711, Defense Bldg., 1026 17th St., N.W., Washington 6, D. C., **RICHARD J. MURPHY**, managing director.

Kentucky Automobile Dealers Assn., Inc., 601-3 Republic Bldg., Louisville 2, Ky., **LEW ULLRICH**, managing director.

Florida Automobile Dealers Assn., 27 E. Central Ave., Orlando, Fla., **WALTER C. MALLORY**, general manager.

Louisiana Automobile Dealers Assn., Inc., 610 Industries Bldg., New Orleans 12, La. **JOHN O. HOFBAUER**, manager-director.

Georgia Automobile Dealers Assn., 353-361 Peachtree Arcade Bldg., Atlanta, Ga., **LEWIS L. AUSTIN**, secretary.

Maine Automobile Dealers Assn., Inc., 4 Washington St., Auburn, Me., P. O. Box 270, **WILLIAM V. HOOD**, manager and clerk of corporation.

Honolulu Motor Car Dealers Assn., Kapiolani Bowl Bldg., Ward at Kapiolani Blvd., **ROBERT T. CARSON**, executive secretary.

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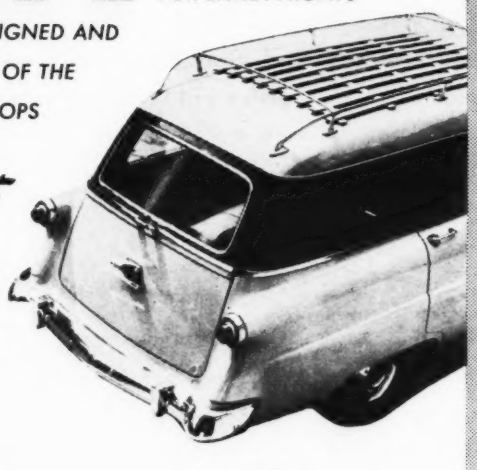
FOR EXTRA PROFITS

IN CUSTOM ACCESSORIES DESIGNED AND ENGINEERED BY ONE OF THE WORLD'S FINEST CUSTOM BODY SHOPS



Coachcraft

CUSTOM LUGGAGE RACK

Sturdy varnished hardwood luggage slats. Chrome alloy stanchions. Stainless steel rails. Can be installed on **any hard top automobile** without removal of headlining.
L. A. list $128.50
Shipping weight 30 lbs.

'50-'53 CADILLAC *Californian*

Only kit that will take the wire wheel. Beautiful stainless steel pads carry into bumper and fender trim. Sturdy construction and ease of assembly insure customer satisfaction. L. A. list $210.00. Plated tire ring $20.00 extra. Shipping weight 100 lbs.

Also available for Lincoln, Mercury, Buick

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New Mexico Automotive Dealers Assn., Inc., 202 Tower Bldg., 510 Second St., N.W., Albuquerque, N. M. **WILLIAM RANDOLPH**, general manager.

Rhode Island Automobile Dealers Assn., 50 Fountain St., Providence 3, R. I., **ROMEO D. ASSELIN**, president.

Tennessee Automotive Assn., 324 Third National Bank Bldg., Nashville 3, Tenn. **DAVID P. WHELCHEL**, executive vice-president and general manager.

Washington State Auto Dealers Assn., 929-930 Joseph Vance Bldg., Seattle 1, Wash., **FRED K. EELLS**, manager.

Michigan Automobile Dealers Assn., 514 Olds Tower Bldg., Lansing, Mich. **GILBERT HALEY**, exec. sec.

Automobile Merchants Assn. of New York, Inc., Park Sheraton Hotel, 56th and 7th Ave., New York 19, N. Y. **JOSEPH W. FARLOW**, executive vice-president.

South Carolina Automobile Dealers Assn., 1745 Sumter St., University Bldg., Columbia, S. C. **MRS. ELLA W. FORD**, executive secretary.

Texas Automotive Dealers Assn., 910 Perry-Brooks Bldg., Austin 1, Tex. **TOM J. CROOKS**, manager and treasurer.

Automobile Dealers Assn. of West Virginia, 711 Union Bldg., Charleston, W. Va. **LAWRENCE E. ROLLINS**, general manager.

Minnesota Automobile Dealers Assn., 314 Plymouth Bldg., Minneapolis 3, Minn. **LEO B. FARICY**, general manager.

New York State Automobile Dealers, Inc., 190 State St., Albany, N. Y., **CHARLES D. HENDERSON**, executive vice-president.

South Dakota Automobile Dealers Assn., 106 N. Main Ave., Sioux Falls, S. D., **D. BURNEY BRODERICK**, secretary-manager.

Utah Automobile Dealers Assn., Newhouse Hotel, Salt Lake City, Utah. **ELIAS J. STRONG**, secretary-manager.

Wisconsin Automotive Trades Assn., 119 Monona Ave., Madison 3, Wis., **LOUIS MILAN**, executive vice-president.

Mississippi Automobile Dealers Assn., Electric Building Annex, P. O. Box 531, Jackson, Miss., **GEORGE LEMON SUGG**, manager.

North Carolina Automobile Dealers Assn., Suite 702-3; 710-713, Raleigh Bldg., Raleigh, N. C. **MRS. BESSIE B. BALLENTINE**, executive secretary.

Missouri Automobile Dealers Assn., 302 Adams, Jefferson City, Mo., **JAMES A. GORMAN**, secretary-manager.

Automobile Dealers Association of North Dakota, Inc., 620 Front St., Fargo, N. D. **GEORGE DIXON**, manager.

Montana Automobile Dealers Assn., Inc., Helena, Mont. **JOHN J. JEWELL**, secretary-treasurer.

Ohio Automobile Dealers Assn., 50 E. Broad St., Columbus 15, O., **WALT R. HAMER**, executive secretary.

Nebraska New Car Dealers Assn., 518 Sharp Bldg., Lincoln, Neb., **JOHN B. QUINN**, manager.

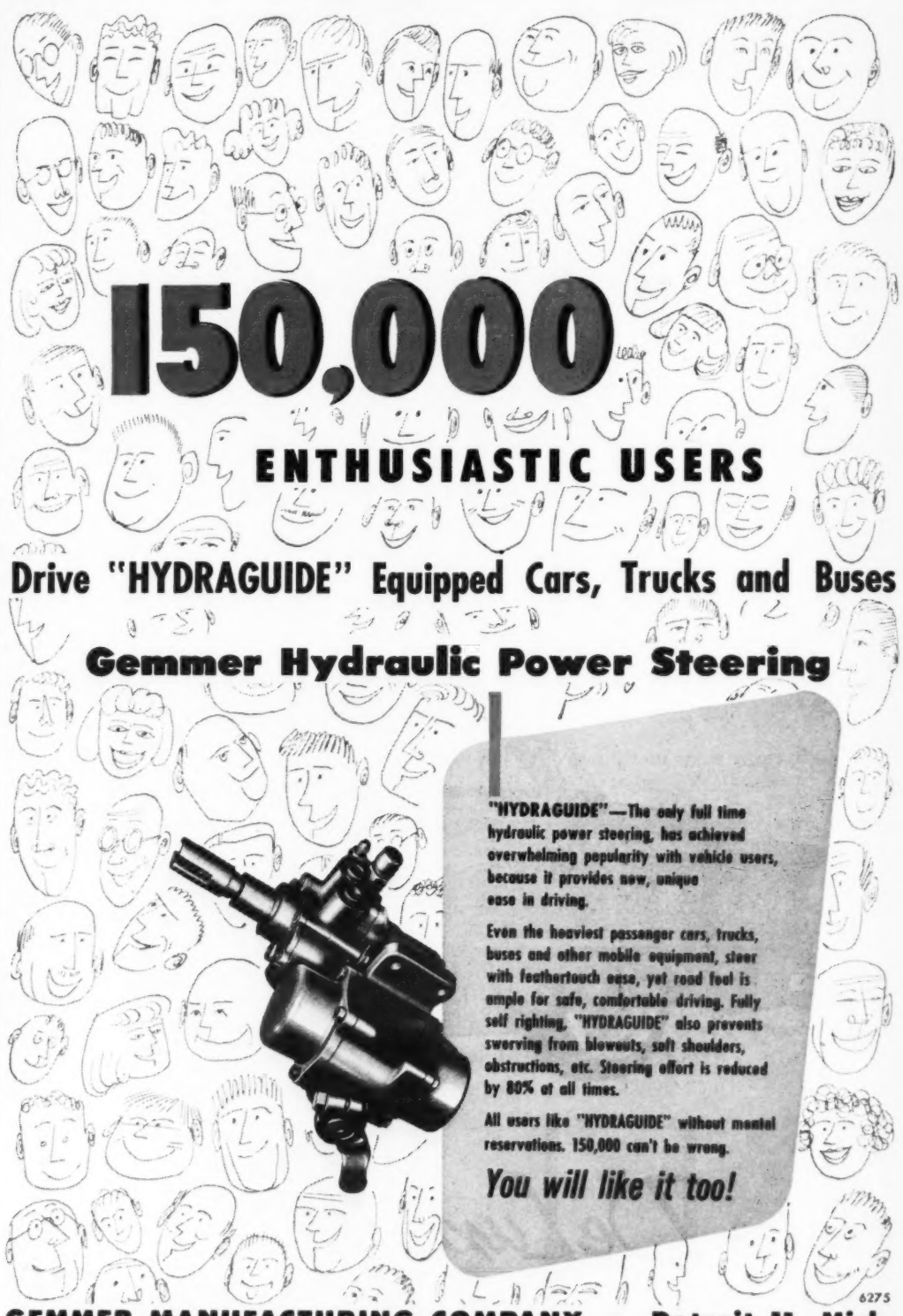
Oklahoma Automobile Dealers Assn., 315 Skirvin Hotel, Oklahoma City, Okla. **ROY TANT**, secretary-manager.

New Hampshire Automobile Dealers Assn., 3 North State St., Concord, N. H. **JOHN D. ORR**, manager.

Oregon Automobile Dealers Assn., 729 S.W. Alder, 614 Park Bldg., Portland 5, Ore. **EDWARD "BRUD" FOX, JR.**, general manager.

New Jersey Automotive Trade Assn., 744 Broad St., Newark 2, N. J., **OTTO P. HENNEBERGER**, business manager.

Pennsylvania Automotive Assn., 1925 N. Front St., Harrisburg, Pa., **CLAUDE S. KLUGH**, general manager.



THREE MARKETS!

SERIES *Ninety-Eight*

SERIES *DeLuxe* 88

THREE "ROCKETS"!

Oldsmobile Blankets the Field!

...with Flashing "Rocket" Engine Cars in Three Different Price Classes!

SERIES *Super 88*

Here's a line-up that spells power leadership for Oldsmobile dealers—at every level of competition! Three complete lines . . . in three distinct price ranges . . . *and they're "Rockets" every one!*

For those who wish the finest of fine cars . . . Oldsmobile offers the new Classic Ninety-Eight. Here is matchless beauty in new, long-flowing Power Styling . . . superlative luxury in Custom-Lounge Cushions and Power-Ride Chassis . . . magnificent power in the explosive might of a new "Rocket" Engine!

Super "88"! Hottest number on the highway . . . reigning supreme as the ruling power of the medium-price field! The new 165-horsepower "Rocket" Engine . . . the other great new Oldsmobile power features . . . make this most famous Oldsmobile an even more flashing performer—an even more desirable buy in 1953!

Just a shade out of the lowest-priced group in cost—and way, way ahead in power . . . Oldsmobile's new DeLuxe "88"! This popular powerhouse offers many of the Oldsmobile's new power advancements—makes it possible for anyone who can afford a new car to ride in a "Rocket 8"!

Add Oldsmobile's sensational array of new Power Features—*Power Steering, Pedal-Ease Power Brakes, Power Styling*—to these three thrilling lines. Then you'll know what every dealer knows: It's SMART to BLANKET THE FIELD with OLDS!

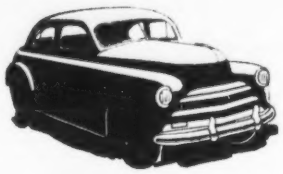
OLDSMOBILE

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

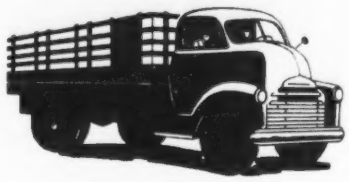
Big Buyers of Power...

3 Big, Steady-Income States

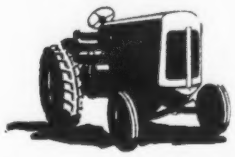
OHIO Farmers Operate 463,504 Cars, Trucks, Tractors



208,027 CARS(1)



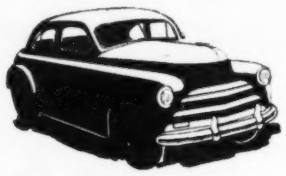
70,602 TRUCKS*



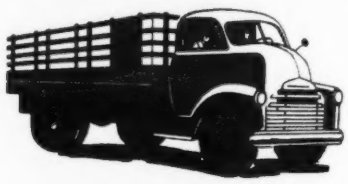
184,875 TRACTORS*

... and 3 out of 4 Ohio Farm Families Read THE OHIO FARMER

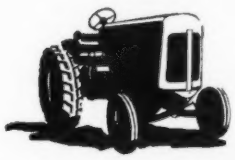
MICHIGAN Farmers Operate 382,244 Cars, Trucks, Tractors



164,763 CARS(1)



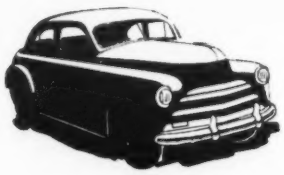
60,391 TRUCKS*



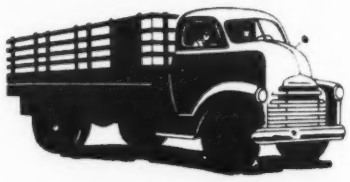
157,090 TRACTORS*

... and 4 out of 5 Michigan Farmers Read MICHIGAN FARMER

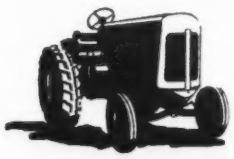
PENNSYLVANIA Farmers Operate 347,150 Cars, Trucks, Tractors



151,763 CARS(1)



68,845 TRUCKS*



126,542 TRACTORS*

*Source: Implement & Tractor, Aug., 1952.

(1) Source: U.S. Census, 1950.

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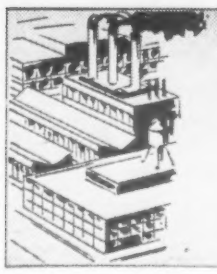

WHO'S WHO IN THE AUTOMOTIVE INDUSTRY

A Complete Roster of the Manufacturers of Passenger Cars, Trucks, Parts and Accessories, Products Made, Officers, Detroit Representatives and Advertising Agents

In revising its Who's Who listing for the 1953 Automotive Almanac, Automotive News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. We would appreciate having any errors called to our attention so that they may be corrected in later issues.—The Editor.

A

AC SPARK PLUG DIV. of General Motors, 1300 N. Dort highway, Flint 2, Mich. Air cleaners and gauges; ammeters, backfire deflectors; carburetor intake silencers, crankcase breathers; flexible shaft assemblies; fuel oil filters; fuel and vacuum pumps; fuel strainers; gasoline gauges, strainers; ignition cable terminals; instruments, instrument panels; oil filters, elements; oil gauges; radiator pressure caps; spark plugs, cleaners, tools; testers; speedometers, speedometer and tachometer drive adaptors; tachometers; thermo gauges; vacuum pumps; voltmeters. George Mann jr., gen. mgr.; Dean Kirk, gen. prod. mgr.; Harry C. Young, comptroller; John C. Hines, gen. sales, mgr.; Earl McGinnis, sales prom. mgr.; Frank E. Ray, adv. mgr.; Maurice W. Gotthelf, dir. of pub. rel.; C. Harold Munson, gen. svc. mgr.; L. R. Steffen, dir. of purch.; C. W. McKinley, chief engr. of automotive products; Taine G. McDougal, chief engr. of spark plug production and research; W. A. Bychinsky, chief ignition engr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. J. S. Howell, acct. exec.

A'G'A—Stimsonite, 3445 N. Kimball Ave., Chicago 18, Ill. Div. of Elastic Stop Nut Corp. of Amer. Stimsonite reflectors, acrylic lenses, plastic parts injected, plastic parts compression molded. I. J. Mack, exec. vice-pres.; W. C. Clemens, treas.; H. A. Doolittle, gen. mgr.; T. B. McCarthy, automotive sales mgr.; S. A. Heenan, chief engr. **Det. Rep.**—T. B. McCarthy, 424 Book bldg.

AP PARTS CORP., 1801 Spielbusch, Toledo 1, O. Mufflers, exhaust pipes, tailpipes, muffler and pipe clamps, muffler and pipe brackets, muffler remover tools, Miracle Power (concentrated petroleum lubricant) and dgf-123 (pre-lubricant). Ralph G. Rule, pres.; W. E. Bullock, exec. vice-pres.; B. W. Lang, vice-pres., dir. pur.; F. M. Coburn, secy.; H. Gail Kreis, sales mgr.; G. L. Cunningham, asst. sales mgr.; John J. Nopper, mgr., Miracle Power ind. sales; Albert Joseph, adv. mgr.; Al Sawicki, traf. mgr. **Det. Rep.**—Sam Steele. **Adv. Agcy.**—Clark and Rickerd, Inc., Detroit, Mich. G. Bobertz, acct. exec.

ABCONE DIE CASTING CO., 10108 Carbon, Detroit 17, Mich. Automobile accessories: Rear view mirrors, glare-gons, headlight discs. Leo Rakoczy, pres. and treas.; Violet La Haye, secy.; Joe Rakoczy, gen. mgr. **Det. Rep.** — Sid Fein, 20095 Votrobeck Ct. **Adv. Agcy.**—Davis-Daniels Adv., Inc., Detroit, Mich. M. D. Molner, acct. exec.

ACCURATE PARTS MFG. CO., 12435 Euclid ave., Cleveland 6, O. Clutch Sets, clutch plates, pressure plates; clutch parts, rebuilders, service tools. Ira Saks, pres.; Philip Saks, treas., gen. mgr.; Philip Silver, sales mgr.; F. A. Knapp, adv. mgr., sales prom. mgr.; George Hodgson, chief engr.; Charles Weller, pur. agt. **Adv. Agcy.**—Edward E. Hibshman & Assoc., Cleveland 14, O.

ACCURATE PRODUCTS, INC., 720 E. Washington st., Indianapolis 2, Ind. Gas tank caps, battery holdowns, univ. joint parts, brake shoe parts, water dist. tubes, metal stampings. Chas. H. Woods jr., pres. and treas.; G. B. Johnson, vice-pres.; Mary F. Woods, secy.; H. Olvey, wks. mgr. **Det. Rep.**—B. L. Maas. **Adv. Agcy.**—Gary Ruben Co., Indianapolis, Ind.

ACHESON COLLOIDS CO., Div. of Acheson Industries, Inc., 1935 Washington ave., Port Huron, Mich. Dispersions, lubricants, graphite. Howard A. Acheson, pres.; P. C. Buck, M. W. Reynolds, R. Szymanowitz, vice-presidents; J. C. Sprague, secy.-treas.; L. H. Miller, cont. and pur. agt.; Dr. H. J. Dawe, tech. dir.; A. Crankshaw, sales mgr. **Det. Rep.**—A. T. Olsson, 300 E. Grand blvd. **Adv. Agcy.** — John Mather Lupton Co., Inc., New York, N. Y. Charles E. Walsh, acct. exec.

ACKLIN STAMPING CO., 1925 Nebraska ave., Toledo 7, O. Stampings and pressed metal assemblies, including brake discs, transmission and clutch parts. F. Cyril Greenhill, pres.; Alvin E. Seeman, exec. vice-pres., treas.; Ralph Meyer, asst. secy.; Harry F. Smith, vice-pres., gen. mgr.; R. K. Sterling, mgr., job stamping sales; Carl Recker, pur. agt.; Austin Gibbons, asst.; Howard Goodrich, master mechanic; Paul Welzbacher, traf. mgr.

ACME AIR APPLIANCE CO., INC., 100 Hinsdale st., Brooklyn 7, N. Y. Valve cores, tire pressure gauges, driveway signals, airline gauges, valve caps, air storage tanks, couplings, fittings, vulcanizers, drain cocks, signal tubing, air hose, fishing tools, couplers. Harry Perlman, pres., gen. and sales mgr. and pur. agt.; Morris Perlman, treas.; S. Garr, pub. rel. and adv. mgr.; Paul Schmid, chief engr. **Det. Rep.**—Mark L. Berman, 2722 Webb ave. **Adv. Agcy.**—Friend, Reiss, McGlone, 221 West 57th st., N. Y.

ACME QUALITY PAINTS, INC., 8250 St. Aubin ave., Detroit 11, Mich. For production use: primers, surfacers, metallic finishes in lacquer and synthetic quality, lacquer enamels, synthetic enamels. For refinishing: undercoats, synthetic enamels, lacquers, proxlin lacquers, fleet-x synthetic enamels. A. W. Steudel, pres.; G. H. Robertson, vice-pres., gen. mgr.; F. L. Knapp, asst. secy. and treas.; A. H. MacNabo, secy.; H. D. Lester, treas.; J. A. Hutchinson, prod. mgr.; H. M. Cotton, mgr. automotive prod.; A. W. Stern, sales mgr. refinishing; F. J. Schulte, adv. and sales prom. mgr.; G. H. Hicks, tech. dir.; Leonard Smith, chief engr.; W. T. Glidden, pur. agt.; A. Saunders, asst.; G. Parsons, traffic mgr. **Adv. Agcy.**—Holden, Clifford, Flint, Detroit, Mich.

ACME RUBBER MFG. CO., 3320 S. Main st., Los Angeles 7, Calif. Factories—Trenton 6, N. J. Radiator, cowl ventilator, truck heater, windshield wiper, vacuum gearshift, air and booster brake, defroster-air intake, car heater, air and steam cleaner hoses, truck splash guards. A. M. Kahn, pres.; L. J. Howell, vice-pres. and gen. mgr.; H. C. Burger, wks. mgr.; W. J. Madison, sales mgr.; M. J. Weintraub, automotive sales mgr.; B. W. Ross, adv. and pub. rel. mgr.

ACME SPECIALTY MFG. CO., THE, Smead and Monroe, Toledo 6, O. Car, truck and bus mirrors. Adolph Schlett, pres. and treas.; Robert T. Skilliter, vice-pres. and sales mgr.; Albertine Schlett, secy.; W. W. Welker, wks. mgr.; Walter J. Bohn, chief engr. and pur. agt.

ACTIVE TOOL AND MFG. CO., 888 Clairpointe, Detroit, Mich. Tools, dies, stampings, plumbing ware. Henry Drettman, pres.; Ed. Drettman, vice-pres.; R. N. Harger, exec. vice-pres.; L. Puggard, chief engr.; Walter Marx, supt. die shop.

ADMIRAL PRODUCTS CO., 22 E. 21st st., New York 10, N. Y. Arm rests, plastic quilted fabrics, assist straps, sun visors. Louis B. York, pres.; Herman York, gen. mgr. **Det. Rep.**—Roy Rotter Co., 13327 Linwood ave.

ADRONICS, INC., 271 Grove ave., Verona, N. J. Auto radio antenna, commercial antenna, high and low frequency, light electronic equipment, support masts up to 50 ft., patch cord and cable assembly, tank antenna and mounts. W. A. Robinson, pres.; E. L. Robinson, secy.; G. L. Burggra, vice-pres. and pur. agt.; William F. Lampe, treas.

ADVANCE MFG., INC., 2700 Buchanan, Detroit 8, Mich. Automotive, airplane, tank and cannon parts, trail-aire refrigeration unit installed in trucks and trailers. A. A. Amlinger, pres. and gen. mgr.; W. J. Campbell, vice-pres., wks. mgr. and chief engr.; H. O. Amlinger, secy.-treas.; L. C. Dowell, sales mgr.; H. E. Lyon, pur. agt.; Jonathan Tyler, serv. mgr. and parts and acc. mgr.

AERONCA MFG. CORP., Germantown rd., Middletown, O. Aircraft; variety of commercial products and metal fabricated parts. John A. Lawler, pres.; S. J. Kuderer, secy. and treas.; Raymond Hermes, vice-pres. in chg. of sales; Julian Wander, vice-pres. in chg. of mfg.; C. W. France, vice-pres.; Ross M. Paul, dir. of materials; Len Kahny, pur. agt.; George A. Page jr., dir. of research and engrg.; Jack Linzie, asst. to the pres.

AEROQUIP CORP., 300 South E. ave., Jackson, Mich. Flexible, hydraulic hoses, hose assemblies, fittings, couplings, breakaway tubing. Peter F. Hurst, pres.; C. Hollerith, H. L. Schrock jr., B. A. Main jr., vice-presidents; F. W. Corwin, secy.; H. L. Schrock, treas.; M. W. Brandau, ind. sales mgr.; R. W. Ebey, adv. mgr.; M. J. Betley, wks. mgr.; G. J. Fischer, gen. sales mgr.; Kent Manning, chief engr.; H. Bonninghausen, pur. agt.; W. Cowan, traffic mgr. **Adv. Agcy.**—Hopcraft-Keller, Inc., Detroit, Mich.

AETNA BALL AND ROLLER BEARING CO., 4600 Schubert ave., Chicago 39, Ill. Standard and special ball thrust bearings, special roller bearings, angular contact bearings, ball retainers, hardened and ground washers, sleeves, bushings. G. W. Nordstrum, chmn. of bd.; W. A. Wood, pres., treas., gen. mgr.; H. F. Lehmpuhl, vice-pres.; J. J. Rozner, vice-pres.; E. A. Johnson, secy.-compt.; H. V. Fox, plant supt.; B. E. Vergowe, pur. agt. **Det. Rep.**—Sam T. Keller, 2457 Woodward ave. **Adv. Agcy.**—Gebhardt and Brockson, Inc., Chicago, Ill. G. A. Piper, acct. exec.

AINSWORTH MFG. CORP., 2200 Franklin st., Detroit 7, Mich. Stampings, roll-forming, production machining, painting, plating and buffing, experimental and development. Warren H. Farr, pres. and gen. mgr.; G. A. Ellerthorpe, vice-pres. and treas.; P. J. Laux, secy.; Frank J. Komerska, plant mgr., Detroit plant; D. C. Albright, plant mgr., Marysville plant; Ralph R. Irwin, sales mgr.; R. Thomson, chief engr.; C. L. Miller, pur. agt.

AIRCOOLED MOTORS, INC., Liverpool rd., Syracuse 8, N. Y. Air-cooled aircraft engines. C. F. B. Roth, pres., treas., and dir.; R. B. Wilkinson, compt.; C. H. Bennum, sales mgr.; R. W. Conkle; wks. mgr.; F. B. Chadwick, serv. pts. mgr. and secy.; W. I. Marbie, serv. engr. mgr.; A. K. Stevens, purch. mgr.; G. T. Bynum, chief engr.; D. L. Kidd, asst. chief engr.; W. G. Cobb, ind. rel. mgr. **Adv. Agcy.**—Richard and Webb, Syracuse, N. Y.

AIR LIFT CO., 2330 W. Main st., Lansing, Mich. Air lifts: pneumatic spring boosters for sagging springs. L. C. Pemberton, pres.; R. C. Pemberton, vice-pres.; D. C. Perkins, secy., chief engr. **Adv. Agcy.**—Jepson-Murray Agency, Lansing, Mich.

AIR-MAZE CORP., 25000 Miles rd., Cleveland 28, O. Air and fuel filters, intake silencers, exhaust spark arresters, backfire flame arresters, electrostatic precipitators, lube oil strainers. O. H. Schaaf, pres. and gen. mgr.; G. M. Walton, exec. vice-pres.; L. M. Henton, secy.; H. H. Schaaf, treas.; P. C. Hungerford, vice-pres. and wks. mgr.; W. B. Watterson, vice-pres. and sales mgr.; N. L. Lamprecht, asst. sales mgr.; R. E. Brown, chief engr.; E. M. Frye, pur. agt. **Det. Rep.**—Minor Dow, P.O. 386, Royal Oak, Mich. **Adv. Agcy.**—Batten, Barten, Durstine & Osborn, Cleveland, O. Fred Sharpe, acct. exec.

AIR REDUCTION SALES CO., Div. of Air Reduction Co., Inc., 60 East 42nd st., New York 17, N. Y. Industrial gases, gas and arc welding equipment. H. R. Salisbury, pres.; H. F. Henriques, vice-pres.; R. S. Schmidt, dealer sales mgr.; D. D. Spoor, mgr. of equipment and process sales dept.; A. V. Scherer, adv. mgr. **Det. Rep.**—J. H. Hart, Dist. Mgr., 2994 East Grand blvd. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. R. H. Talmadge, acct. exec.

AIRTEMP DIVISION, CHRYSLER CORP., 1610 Webster st., Dayton 1, O. Heating, cooling, refrigeration equipment, range finders for Army Ordnance and other military equipment. C. E. Buchholzer, pres.; J. F. Knoff, vice-pres. and gen. sales mgr.; R. J. Schumann, vice-pres. in charge of mfg.; Nicholas Kelley jr., vice-pres.; Thomas M. Simpson, secy.-treas.; F. W. Misch, compt.; F. J. Laughna, asst. sales mgr.—Western div.; M. T. Bard, asst. sales mgr.—Eastern div.; J. D. Lovely, chief engr.; W. B. Magill, adv. mgr. **Adv. Agcy.**—Grant Advertising, Inc., Chicago and Detroit. V. P. Black, acct. exec.

AIRTEX AUTOMOTIVE DIV., Fairfield, Ill. Airtex fuel pumps, kits and filters. E. V. Frankel, pres.; D. B. Frankel, vice-pres.; S. M. Blackburn, secy.; M. E. Gear, treas.; H. R. Barre, wks. mgr. and vice-pres.; S. J. Somberg, gen. sales mgr.; R. R. Greenwalt, gen. div. sales. mgr.; E. Smith, adv. mgr.; John Waldherr, chief engr.; Ken Sullivan, pur. agt. **Det. Rep.**—Grantello Sales Co., Cleveland, O. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill.

AJAX MFG. CORP., 1171 Beaufait st., Detroit 7, Mich. Die casting and chrome plating. Edward Torosian, pres.; Milton Pitts, vice-pres.; Vera Suczek, secy.; Asvadur Torosian, treas.

AKRON PAINT & VARNISH CO., 1390 Firestone pkwy., Akron 1, O. Automotive finishes, tire paints, white sidewall cleaner, chrome and ignition wire coating. Wm. M. Beck, pres. and gen. mgr.; Ed. F. Ballway, vice-pres.; R. G. Esch, secy.-treas.; R. A. Hochberg, sales mgr.; S. A. Breitenstein, pur. agt. **Adv. Agcy.** — McDaniel-Fisher and Spelman Co., Akron, O.

AKRON SELLE CO., 451 S. High st., Akron 11, O. Metal stampings and assemblies. B. E. Hower, chmn. of bd.; J. B. Hower, pres., gen. mgr., pur. agt; G. H. Crawford, vice-pres., treas.; M. A. Hower, secy.; D. H. Henderson, wks. and sales mgr. **Det. Rep.**—R. H. Flues.

ALBERTSON & CO., INC., 3100 Lowell, Sioux City 3, Ia. Drills, hole saws, bench grinders, sanders, polishers, valve equipment, valve grinding machines, flexible shafting. O. Albertson, pres.; H. A. Jacobsen, vice-pres. and gen. mgr.; D. E. Jacobsen, secy.; F. O. Albertson, prod. mgr.; G. M. Moore, sales mgr.; W. Ebrecht, serv. mgr.; G. Olsen, chief engr.; Carl Rasmaussen, pur. agt.; M. Andersen, asst. **Det. Rep.**—John W. Leslie, 14391 Coyle ave. **Adv. Agcy.**—E. W. Sann & Associates, Minneapolis, Minn.

ALDRIDGE INDUSTRIAL OILS, INC., 3401 W. 140th st., Cleveland 11, O. Cutting, grinding, quenching and tempering, soluble and thread grinding oils; special lubricants; rust preventives; drawing compounds; hydraulic brake fluid; heat treating products. Frank M. Aldridge, pres.; Leonard H. Davis, secy.; O. K. Aldridge, treas. **Adv. Agcy.**—Grider Adv., Cleveland, O.

ALEXANDER-TAGG INDUSTRIES, Jacksonville, rd., Hatboro, Pa. Mufflers, heavy duty for trucks, buses, etc., dual wheel dollies. E. R. Alexander, pres.; W. S. Tagg, treas.

ALLEGHENY LUDLUM STEEL CORP., Oliver bldg., Pittsburgh 22, Pa. Steel: stainless, tool, electrical, valve, special alloy; carbide metals. H. G. Batcheller, chmn.; E. J. Hanley, pres.; E. A. McCaskey jr., secy.; C. W. King, exec. vice-pres.; Russell M. Allen, vice-pres. of sales; R. S. Ahlbrandt, treas.; W. J. Adamson, sales mgr.; C. B. Boyne, C. Sherman, asssts.; C. B. Templeton, adv. mgr.; Emil Kern, vice-pres., engr.; C. B. Pollock, vice-pres. mfg.; E. L. Bittner, vice-pres. pur.; N. W. Hayson, pur. agt.; L. A. Deringer, traffic mgr.; L. Kelley, pub. rel. mgr. **Det. Rep.**—I. R. Kiltie, 1500 Jarvis ave., Ferndale 20. **Adv. Agcy.** — Walker & Downing, Pittsburgh 22. C. P. Richardson, acct. exec.

ALLEN ELECTRIC & EQUIPMENT CO., 2101-17 N. Pitcher st., Kalamazoo 13F, Mich. Tune-up and electrical testing, battery charging and welding equipment. G.

(Continued on Page 168)

Product Index

As a time-saver for readers, this year's Almanac carries an index of products listed in the "Who's Who in the Automotive Industry."

The Product Index will be found adjacent to the Advertisers' Index in the last pages of the Almanac.

Auto Industry Organizations

AMERICAN AUTOMOBILE ASSN., Pennsylvania Ave. at 17th St., Washington, D. C. *Executive Vice-President, Russell E. Singer.*

AMERICAN FINANCE CONFERENCE, Suite 1200, 176 W. Adams St., Chicago 3, Ill. *Executive Vice-President, Thomas W. Rogers.*

AMERICAN IRON AND STEEL INSTITUTE, 350 Fifth Ave., New York 1, N. Y.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y. *President, Frank M. Porter.*

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Rackham Memorial Bldg., Detroit 2, Mich. *President, K. E. Coppoch.*

AMERICAN TRUCKING ASSNS., INC., 1424 16th St., N.W., Washington 6, D. C. *Managing Director, John V. Lawrence.*

ASSN. OF AMERICAN BATTERY MANUFACTURERS, INC., 2705 First National Tower Bldg., Akron 8, Ohio. *Commissioner, V. L. Smithers.*

AUTOMOBILE MANUFACTURERS ASSN., 320 New Center Bldg., Detroit 2, Mich. *Managing Director, William J. Cronin.*

AUTOMOBILE OLD TIMERS, INC., 22 E. 38th St., New York 16, N. Y. *Executive Vice-President, Frederick H. Elliott.*

AUTOMOTIVE ACCESSORIES MANUFACTURERS OF AMERICA, 20 E. Herman St., Philadelphia, Pa. *Manager, Herman L. Erlichman.*

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 17 W. 60th St., New York 23, N. Y. *Executive Secretary, Ed L. Lee.*

AUTOMOTIVE BOOSTER CLUB INTERNATIONAL, INC., Room 305 Pittsfield Bldg., 55 E. Washington St., Chicago 2, Ill. *Recording Secretary, Miss Gretchen E. Rider.*

AUTOMOTIVE ELECTRIC ASSN., 802 Michigan Bldg., Detroit 26, Mich. *Executive Secretary, S. W. Potter.*

AUTOMOTIVE ENGINE REBUILDERS ASSN., 419 N. Capitol Ave., Indianapolis 4, Ind. *Executive Vice-President, R. G. Patterson.*

AUTOMOTIVE PARTS MANUFACTURERS ASSN., 800 Michigan Bldg., Detroit 26, Mich. *General Manager, Frank Rising.*

AUTOMOTIVE SAFETY FOUNDATION, INC., 700 Hill Bldg., Washington, D. C. *President, Pyke Johnson.*

AUTOMOTIVE TRADE ASSN. MANAGERS, 224 N. Meridian St., Indianapolis 4, Ind. *Secretary-Treasurer, Herman Schaefer.*

CANADIAN AUTOMOTIVE WHOLESALER'S & MANUFACTURER'S ASSN., Suite 406, 45 Rideau St., Ottawa 2, Canada. *Executive Vice-President, L. N. Panneton.*

INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, 1200 18th St., N.W., Washington 6, D. C. *Managing Director, M. R. Darlington, Jr.*

INTERNAL COMBUSTION ENGINE INSTITUTE, 201 N. Wells St., Chicago 6, Ill. *Executive Secretary, Charles G. Spice.*

MOTOR AND EQUIPMENT MANUFACTURERS ASSN., 250 West 57th St., New York 19, N. Y. *General Manager, A. H. Eichholz.*

MOTOR AND EQUIPMENT WHOLESALERS ASSN., 309 W. Jackson Blvd., Chicago 6, Ill. *General Manager, B. W. Ruark.*

NATIONAL ASSN. FOR STOCK CAR AUTO RACING, 42 So. Peninsula Dr., Daytona Beach, Fla. *Secretary, William R. Tuthill.*

NATIONAL ASSN. OF INDEPENDENT TIRE DEALERS, INC., 624 Wyatt Bldg., Washington 5, D. C. *Executive Secretary, Winston W. Marsh.*

NATIONAL ASSN. OF MOTOR BUS OPERATORS, 839 17th St., N.W., Washington 6, D. C. *Secretary-Manager, A. W. Koehler.*

NATIONAL ASSN. OF TAXICAB OWNERS, 803 Leader Bldg., Cleveland 14, O. *Secretary, H. I. Gwilyn.*

NATIONAL AUTOMOBILE DEALERS ASSN., 1026 17th St., N.W., Washington 6, D. C. *Executive Vice-President, Frederick J. Bell.*

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit, Mich. *General Manager, R. E. Beiser.*

NATIONAL AUTOMOTIVE PARTS ASSN., 705 Fox Theater Bldg., Detroit 1, Mich. *General Manager, Henry Lansdale.*

NATIONAL COUNCIL OF PRIVATE MOTOR TRUCK OWNERS, INC., Sheraton Bldg., 711 14th St., N.W. Washington 5, D. C. *Managing Director, H. Scott Byerly.*

NATIONAL HIGHWAY USERS CONFERENCE, National Press Bldg., Washington 4, D. C. *Director, Arthur C. Butler.*

NATIONAL STANDARD PARTS ASSN., 35th Floor, 8 South Michigan, Chicago 3, Ill. *Executive Vice-President, J. L. Wiggins.*

NATIONAL TRUCK LEASING SYSTEM, 23 East Jackson Blvd., Chicago 4, Ill. *Secretary-Manager, Martha Dunlap.*

NATIONAL USED CAR DEALERS ASSN., 1553 Penobscot Bldg., Detroit 26, Mich. *Executive Secretary, Margaret Corell.*

NATIONAL WHEEL AND RIM ASSN., 3663 Forest Park Ave., St. Louis 8, Mo. *Treasurer, H. M. Young.*

OIL INDUSTRY INFORMATION COMMITTEE, 50 W. 50th St., New York 20, N. Y. *Publicity Director, R. Shaver.*

RUBBER MANUFACTURERS ASSN., 444 Madison Ave., New York 22, N. Y. *President, A. L. Viles.*

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 29 W. 39th St., New York 18, N. Y. *General Manager, John A. C. Warner.*

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, LTD., (Great Britain), 921 17th St., N. W., Washington 6, D. C. *North American Representative, Sir William Welsh.*

TIRE AND RIM ASSN., INC., 2001 First National Tower, Akron 8, O. *Executive Vice-President, C. G. Hoover.*

TRUCK BODY AND EQUIPMENT ASSN., INC., 1122 Dupont Circle Bldg., Washington 6, D. C. *Executive Manager, Arthur H. Nuesse.*

TRUCK-TRAILER MANUFACTURERS ASSN., INC., National Press Bldg., Washington 4, D. C. *Managing Director, John B. Hulse.*

Who's Who in Auto Industry

(Continued from Page 167)

H. Allen, pres.; Lee Parmater, gen. mgr.; A. J. Higdon, secy., treas.; Ray Wilson, sales mgr.; L. C. Brendel, asst. sales mgr.; Geo. Post, adv. mgr.; Larry Wells, cf. engr.; H. S. Roe, pur. agt. **Det. Rep.**—Ted Cardon, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—Crescent Advertising, Kalamazoo, Mich.

ALLEN INDUSTRIES, INC., 1937 Leland st., Detroit 7, Mich. Cotton pads and batts, insulating jute felt, interior trim components, rug cushions, arm rest pads. S. J. Allen, pres.; J. J. Tobias, vice-pres., gen. mgr.; H. C. Allen, Robert Olson, David Schimmel, vice-presidents; O. M. Marcus, vice-pres. and treas.; R. D. Kemp, sales mgr.; A. DeCary, chief engr.; Leo Kaufman, pur. agt.; Jerry Sheahan, traf. mgr. **Det. Reps.**—R. D. Kemp, John Redfield, Arthur Dulzo, 1937 Leland. **Adv. Agcy.** — Simons-Michelson, Lafayette bldg., Detroit. Larry Michelson, acct. exec.

ALLEN PRODUCTS CORP., 20450 Sherwood ave., Detroit 34, Mich. Gasoline door guards, mouldings, seal-all and other auto accessories. Perry E. Allen, pres. and treas.; Dorothy A. Allen, vice-pres. and secy.; Doris Schneider, asst. secy.; J. E. Smith, exec. vice-pres.; Earl Buchholz, gen. mgr.; H. R. Stewart, wks. mgr.; R. A. Shannon, sales and adv. mgr.; C. C. Rockwell, mfg. sales mgr.; F. B. Wiley, controller. **Adv. Agcy.**—Rossi and Co., 2616 Guardian bldg., Detroit 26, Mich. Perry J. Reynolds, CPA.

ALLIED MOTOR PARTS CO., 708 Fox bldg., Detroit 1, Mich. Pistons, piston pins, cylinder sleeves and assemblies, water pumps and parts; valves; valve guides, springs, locks and rotating assemblies. Henry Lansdale, pres., treas.; R. R. Talbott, vice-pres., gen. mgr.; M. L. Buck, secy. **Adv. Agcy.**—Caldwell-Larkin Co., Indianapolis, Ind. Storey Larkin, acct. exec.

ALLIED PLAN OF SERVICE MERCHANDISING, 342 West Peachtree st., N. W., Atlanta, Ga. Customer follow-up and service promotion plan for automobile dealers. Claude Grizzard jr., gen mgr.

ALLIED PRODUCTS CORP., 12677 Burt rd., Detroit 23, Mich. Cap screws, cold forged parts, dies, jigs and fixtures, industrial fasteners, punches, powdered metal parts, hardened and precision ground parts. Ralph Hubbart, chmn. of the bd.; Frank H. Bishop, pres.; W. E. Ray, vice-pres., secy.; J. Halm, treas. **Adv. Agcy.**—Charles M. Gray & Assoc., Detroit, Mich.

ALLIED RESEARCH PROD., INC., 4004-06 E. Monument st., Baltimore 5, Md. Iridite finishes for corrosion protection and paint systems on nonferrous metals and plating brighteners. H. C. Irvin, pres., sales mgr.; L. C. Kingsbury, vice-pres., treas.; Jules Horlick, secy., wks. mgr.; C. O. Ostrander, svc. mgr.; H. C. Quast, pur. agt. **Det. Rep.**—L. J. Camill, 15356 Fielding st., (23). **Adv. Agcy.**—Emery Adv. Corp., Baltimore, Md. Burton F. Davis, acct. exec.

ALLOY RODS CO., P. O. Box 786, York, Pa. Electrodes. E. J. Brady, pres.; M. G. Sedam, exec. vice-pres.; N. L. Weaver, secy.-treas.; E. R. Walsh III, gen. sales and adv. mgr.; F. L. Blodgett, gen. mgr.; C. H. Zarfoss, pur. agt. **Det. Rep.**—Bird Gas Corp., 12820 Evergreen rd., Detroit 23, Mich.; Robinson Welding Supply Co., 8706 Lyndon ave., Detroit, Mich. **Adv. Agcy.**—W. H. Long Co., York, Pa. W. H. Long, acct. exec.

ALL-POWER MANUFACTURING CO., 400 Roosevelt ave., Montebello, Calif. Ridge reamers, piston groove cleaners and several specialized Ford tools. Paul F. Danielson, pres.; A. M. Merrifield, vice-pres. and dir. of sales; Margaret Danielson, treas.; E. J. Redding, asst. sales mgr.; John Gold, cf. engr.; William Hampton, gen. mgr. **Adv. Agcy.**—Uhl Service Adv., Hollywood, Calif.

ALMETAL UNIVERSAL JOINT CO., 1555 E. 55th st., Cleveland 3, O. Universal joints, propeller shafts. T. R. Navin, pres.; E. P. Rollings, vice-pres., gen. mgr.; S. S. Richhart, secy-treas.; W. J. Murtaugh, wks. mgr.; E. E. Nygren, cf. engr.; H. J. Burmeister, pur. agt.; F. C. Wills, traf. mgr.

ALPHA CORP., 179 Hamilton ave., Greenwich, Conn. Molykote lubricants. Alfred Sonntag, pres.; David M. Noltie, vice-pres.; John Toms, secy.; Christine Sonntag, treas.; George Walsh, adv. mgr. **Adv. Agcy.** — George Walsh, Vineland, N. J.

ALSOL PRODUCTS CO., 154 Clifford st., Newark, N. J. Waxes, bug remover, spot and tar remover, auto wash, upholstry shampoo, window, parts, radiator and block cleaners, shock absorber fluid. A. I. Furman, pur. agt., partner; H. S. Furman, partner; L. H. Tischler, gen. mgr.; Mac J. Laub, sales mgr.; Murray Furman, adv. mgr. **Det. Rep.** — Car Groom Dist., 160 S. Gulley rd., Inkster, Mich. **Adv. Agcy.** — The Furman Co., New York, N. Y.

ALTON AUTO PRODUCTS, 281 North 6th st., Brooklyn 11, N. Y. Bumper guards and parts. Milton M. Shamitz, gen. mgr.; Mac Frank, wks. mgr., chief engr. **Adv. Agcy.** — Furman Co. Inc., New York, N. Y.

ALUMINUM ALLOYS CORP., 6650 W. Walton ave., Detroit 10, Mich. Aluminum castings—sand and permanent molds; automotive and aeronautical pistons; Ray Day pistons. Ray E. Day, pres.; Stanley R. Day, vice-pres., gen. mgr. and sales mgr.; L. R. Tower, secy.; L. A. Gerber, treas. and pur. agt.; Patrick W. Kennedy, prod. control.

ALUMINUM CO. OF AMERICA, Alcoa bldg., Pittsburgh 19, Pa. Aluminum sheet, Alclad sheet, wire, cable, castings, forgings, plate, extruded shapes, rod and bar, structural shapes, screw machine products, rivets, impact extrusions, tube, pistons. Roy A. Hunt, chmn. exec. com.; Alfred M. Hunt, secy.; Gordon W. Cameron, treas.; F. L. Magee, vice-pres., prod. mgr.; I. W. Wilson, pres.; R. V. Davies, vice-pres. and sales mgr.; Arthur P. Hall, vice-pres. chg. of pub. rel. and adv.; F. C. Stakel, adv. mgr.; Thomas D. Jolly, vice-pres., cf. engr.; Ralph O. Keefer, pur. agt. **Mgr. of Auto Sales**—Frank C. Barrows, 1027 Fisher bldg., Detroit, Mich. **Adv. Agcy.** — Fuller & Smith & Ross, Inc., Cleveland, O. B. W. Schellenbach, acct. exec.

ALUMINUM INDUSTRIES, INC., 2438 Beekman st., Cincinnati 25, O. Aluminum castings; hardened, ground and forged steel parts; aluminum paints and varnishes; aluminum pistons; piston pins; valves and water pumps. Harry J. Hater, pres.; C. S. Crystal, vice-pres. and secy.; James R. Faveret, vice-pres. and treas.; E. F. Eckerle, vice-pres. and gen. mgr.; W. J. Klayer, wks. mgr.; Emil Schnell, supt.; R. G. Tessendorf, (automotive and indus. div.), L. B. Paris (paint and varnish div.), J. J. Boyle (automotive replacement parts div.), sales mgrs.; Bruce V. Keller, adv. mgr.; W. J. Brinkman, cf. engr.; W. H. Hodeck, traf. mgr.; B. V. Keller, pub. rel. mgr. **Det. Rep.**—B. J. Plumley, 809 New Center bldg. **Adv. Agcy.**—The Keelor & Stites Co., Cincinnati 2, O. P. R. Hume, acct. exec.

ALVIN PRODUCTS, INC., 20-22 Houghton st., Worcester 4, Mass. Cold metal solder and filler for auto-body repairs and industrial use, plastic impregnated, fabric patch. C. C. Turner, pres., treas. and gen. mgr.; Robert E. Hinsley, sales mgr., pur. agt. **Adv. Agcy.**—Adcraft, Worcester, Mass. Albert J. Charron, acct. exec.

ALVORD-POLK TOOL CO., Millersburg, Pa. Reamers, milling cutters, end mills, counterbores, spotfacers. M. Edw. Wilt, pres., treas., gen. mgr.; W. A. Shatto, vice-pres.; George F. Wilt, secy.; N. E. Dubendorf, wks. mgr.; O. R. Epler, sales mgr., pur. agt. **Det. Rep.**—W. C. Kettenring, 11646 Hamilton ave.

AMALIE DIVISION, L. Sonneborn Sons, Inc., 300 Fourth ave., New York 10, N. Y. Lubricating oils for automotive and Diesel engines and complete line of automotive lubricants and greases. Lee R. LaViez, sales mgr. **Det. Rep.**—James D. Mahoney, 340 S. Rogers st., Northville, Mich. **Adv. Agcy.**—Hicks & Greist Inc., New York, N. Y. Sydney R. Huntley, acct. exec.

AMERICAN AUTO-FELT CORP., 617 Crosby st., N. W., Grand Rapids 4, Mich. Pads and padding, cotton batts, cotton and automotive sewed parts. W. W. Hoagland, pres.; Carl H. Richards sr., vice-pres.; Joseph Ginsburg, secy., treas.; H. C. Ripley, asst. treas. **Det. Office**—1526 Buhl bldg.

AMERICAN AUTOMATIC DEVICES CO., 530 S. Throop st., Chicago 7, Ill. Rubber rim mirrors, clearance lights, foto-ray reflectors, flares and flare accessories, gas tank caps, pedal pads, etc. Oliver C. Ritz-Woller, pres., treas., gen mgr.; Z. C. Ritz-Woller, vice-pres., secy.; Howard Pfeiffer, wks. mgr.; Al Cherry, sales mgr.; Walter Jawarski, cf. engr.; Gene Paprota, pur. agt.

AMERICAN BOSCH CORP., 3664 Main st., Springfield 7, Mass. Donald P. Hess, pres.; Foster N. Perry, exec. vice-pres.; Douglas McGregor, Sidney E. Miller, Herbert S. Riddle, W. Chester Robinson, Donald H. Spicer, vice-presidents; Frank I. Bertsch, treas.; Raymond C. Farrell, controller; James M. Carroll, secy.; Richard C. Keane, mgr. mfgs. sales dept.; F. J. Mackey, service sales mgr.; Raymond L. Vaughn, adv. mgr.; Fred Behrens, service mgr.; Edward W. Connelly, pur. agt.; Charles Schlauch, traf. mgr. **Det. Rep.** — E. K. Von Mertens, Maccabees bldg., 5057 Woodward ave., Detroit 2, Mich. **Adv. Agcy.** — Humbert & Jones, New York, N. Y. Ralph C. Jones, acct. exec.

AMERICAN BRAKEBLOK DIV., American Brake Shoe Co., 4600 Merritt ave., Detroit 9, Mich. W. T. Kelly jr., pres.; M. B. Terry, exec. vice-pres.; D. K. Rennie, vice-pres., oper.; U. B. Grannis jr., mgr. equip sales; J. D. Hinton, asst. mgr. equip. sales; G. A. Weller, mgr. contract sales; H. M. Siverts, mgr. replacement sales; R. G. Robison, asst. mgr. replacement sales; D. K. Rennie, wks. mgr.; R. L. Berry, mgr. A-B-K sales; J. E. Duvand, adv. mgr.; G. C. Maul, local pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. Edwin Howe, acct. exec.

AMERICAN BRAKE SHOE CO., Kellogg Div., 97 Humboldt st., Rochester 9, N. Y. Air compressors, paint spray equipment. William T. Kelly jr., pres.; William H. Starbuck, vice-pres.; George N. Decker, vice-pres.; J. Robert Pauline, wks. mgr.; Fred L. Cogswell, sales mgr.; Robert W. Marien, adv. mgr.; William J. Foley, svc. mgr.; Donald S. Judd, pur. agt. **Det. Rep.**—Don Sullivan, 4600 Merritt ave. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland, O. E. J. Howe, acct. exec.

AMERICAN BRASS CO., 414 Meadow st., Waterbury 20, Conn. Rod, sheet, tube, wire, shapes, eyelets, stampings, flexible metal hose, forgings. John A. Coe jr., pres.; W. M. Moffatt, exec. vice-pres.; E. M. Bieser, secy.-treas.; A. W. Rockwell, wks. mgr.; J. Lockwood, vice-pres., sales; E. B. Tracy, sales mgr.; M. B. Allan, asst. sales mgr.; Joseph F. Hobbins, adv. mgr.; Carl E. Woodward, dir. sales prom.; R. H. Pidge, asst.; E. A. Lane, pur. agt.; E. J. Duvernoy, traf. mgr. **Det. Rep.**—K. G. White, vice-pres., 174 S. Clark ave., Detroit 31, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, New York City. Malcolm Smith, acct. exec.

AMERICAN CAN CO., 100 Park ave., New York 17, N. Y. Auto coil tubes; antifreeze, motor oil, auto polish (wax, liquid and paste), tire patch, radiator cleaner, fuse, enamel, paint, touch-up and fuel additive cans. W. C. Stolk, pres.; T. E. Alwyn, vice-pres., sales.; E. Hoffman, secy.-treas.; F. G. Jewett, sales prom. mgr. **Det. Rep.**—R. D. Folk, 7430 Second blvd. **Adv. Agcy.** — Young & Rubican, New York, N. Y. Frank Henderson acct. exec.

AMERICAN CHAIN DIV., American Chain & Cable Co., Inc., 454 E. Princess st., York, Pa. Tire chains, farm tractor chains, cotter pins, towing and sling chains, tire chain tools, tire chain repair parts. W. F. Wheeler, chmn. of the bd.; C. N. Johns (N. Y.), pres.; W. D. Kirkpatrick (York, Pa.), vice-pres.; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; J. J. Thiebauth (York, Pa.), prod. mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.** — Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AMERICAN FELT CO., Glenville, Conn. Wool felts, S.A.E. felts, oil foil seals, wicks, rolls, sheets, strips (cut to specifications). J. T. Lawless, pres.; J. F. Marshall, Wm. H. Lehmberg, H. Boeddinghaus, vice-presidents; Geo. S. Mumford jr., secy.; J. H. Burnes, treas.; J. F. Marshall, sales and adv. mgr.; Ward Seeley, asst.; W. H. Lehmberg, cf. engr.; K. R. Peattie, pur. agt.; G. P. McShane,

(Continued on Page 169)

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- *ONE OR MORE AUTOS are owned by 87% of BH&G families —two or more autos by 16%.*
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MEREDITH PUBLISHING COMPANY
Des Moines, Iowa

Who's Who in Auto Industry

(Continued from Page 168)

asst.; H. F. Roche, traf. mgr. **Det. Rep.**—H. B. Foerstenling, H. A. Bolton, 3000 E. Jefferson ave., Detroit 7, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc., 250 Park ave., New York 17, N. Y.

AMERICAN FINISHING CO., P. O. Box 416, Memphis 1, Tenn. Vinyl and pyroxylin coated fabrics, cotton trim cloth, head linings, any type cotton textiles. C. F. Goodman, pres.; Abe Goodman, vice-pres.; J. O'H. Finlay, secy.; Wm. W. Goodman, treas.; C. H. Tapp, gen. supt.; H. Rosenberg, supt. coating div.; W. L. Simon, asst. sales mgr.; S. Bernson, cf. engr.; M. S. Felsenthal, pur. agt.

AMERICAN FORGING & SOCKET CO., Pontiac 19, Mich. Seats, seat slides, hood locks, brake levers, hinges, support arms, radiator guards, farm implement parts and armament materiels. Goodloe H. Rogers, pres., gen. mgr.; Frederick C. Anger, vice-pres.; Fred G. Hawke, secy.-treas.; Robert B. Stewart, asst. to pres.; J. D. Boardman, C. S. McCarthy, sales reps.; Roy E. Woolens, factory mgr; C. S. McCarthy, dir. of engrg.; Edwin D. Scott, research engr.; P. H. Kemp, pur. agt.

AMERICAN GREASE STICK CO., 1146 Hoyt st., Muskegon, Mich. Door-Ease stainless stick lubricant, dripless oil, graphited lock fluid, rubber lubricant. Harold Rosen, gen. mgr.; Leo S. Rosen, sales mgr.; Douglas A. Rosen, sales prom. mgr.; C. W. Smith, asst. sales mgr. **Det. Rep.** — A. Rus Wendell Co. **Adv. Agcy.** — Simmonds & Simmonds, Chicago, Ill. Claude Brewer, acct. exec.

AMERICAN INSTALLMENT CREDIT CORP. (American Bank Credit Plan), 103 Park ave., New York 17, N. Y. Automobile finance. George Olmsted, pres.; George C. Johnstone sr., vice-pres.; P. A. MacSween, vice-pres.; George Allen, vice-pres.; Karl P. Anderson, secy.; J. P. Christianson, treas.

AMERICAN LACQUER SOLVENTS CO., P. O. Box 271, Phoenixville, Pa. Automotive lacquerers, enamels, lacquer thinners, enamel reducers and special finishes. Harry E. Stone, pres. and treas.; Ernest H. Grice, vice-pres., gen. mgr., pur. agt.; Robert W. Shaw, adv. mgr. **Adv. Agcy.**—John P. Eldridge, Philadelphia, Pa.

AMERICAN MUFFLER CO., 1280 Tremont st., Boston 20, Mass. Hand choke adapters, auto clothes carriers, tailpipe hangers, mufflers clamps. Alex Karpoff, pres.; Jacob Leader, gen. mgr.; George Tucker, wks. mgr.; Malvin Blotcher, sales mgr. **Det. Rep.** — Mark Berman, 2722 Webb ave. **Adv. Agcy.** — Hirshon-Garfield Co., Boston, Mass.

AMERICAN OCTANATOR CORP., 2107 Industrial Trust bldg., Pawtucket, R. I. Air filter and humidifying device, magnetic, radiator cleaner and water softening device, directional signal and rear view mirrors. Antoine Gazda, pres.; Robert Perret, vice-pres., secy.-treas.; C. S. Morrell, sales and plant mgr.

AMERICAN PAINT CO., 902 N. Larrabee st., Chicago 10, Ill. Lacquer, synthetic enamels, undercoatings. U. M. Roberts, pres.; W. A. Larson, vice-pres.; P. R. White, secy.; E. M. Anderson, treas.

AMERICAN PLAN CORP., 44 Wall st., New York, N. Y. Automobile physical damage insurance underwriters for self-financing automobile dealers. Mark M. Hart, pres.; H. A. Will, vice-pres., treas.; Clyde Cunnagin, vice-pres.; Harold Nunn, secy.; Gerard J. Wink, asst. treas. **Adv. Agcy.** — Parker-Allston Associates, New York, N. Y.

AMERICAN SAND-BANUM CO., INC., 9 Rockefeller Plaza, New York 20, N. Y. Sand-banum special automobile radiator treatment in tablet form. Louis Bradie, pres.; F. F. Fullgrabe, secy.; Ray Hawley, adv. mgr.

AMERICAN SCREW CO., 1670 West Main st., Willimantic, Conn. Machine screws, sems lockwasher assemblies, tapping screws, thread cutting screws, wood screws. E. E. Clark, pres., gen. mgr.; V. J. Roddy, vice-pres.; James F. Doherty, secy.; E. William Lane, treas.; George H. Reama, vice-pres. mfg.; Arthur L. Fleck, vice-pres. sales; J. J. Coy, sales mgr.; George A. Baker jr., adv. mgr.; Carl Omark, cf. engr.; Wallace Smedley, pur. agt.; William McCoy, traf. mgr. **Det. Rep.**—Walter Gibbs, 502 Stephenson bldg. **Adv. Agcy.** — Sutherland-Abbott, 234 Clarendon st., Boston 16, Mass.

AMERICAN SPONGE & CHAMOIS CO., INC., 49-51 Ann st., New York 38, N. Y. Natural sponges, cellulose sponges, domestic chamois, imported English and French chamois, Loofas, cleaning cloths, car washing mitts. Arthur J. Sloss, pres.; Edward C. Riley, exec. vice-pres., gen. mgr.; Arthur B. Stern, Paul L. Mansell, Sam C. Ness, Jerome M. Stern, vice-presidents; James L. Schatz, secy.; Charles L. Lipsig, treas. **Det. Rep.**—John J. Mansell, c/o Tu-Way Products, 325 Lafayette bldg., Detroit, Mich. **Adv. Agcy.**—Curtis Adv. Co., 270 Park ave., New York, N. Y.

AMERICAN SPRING & WIRE SPECIALTY CO., 816 N. Spaulding ave., Chicago 51, Ill. All types of springs; compression, extension and torsion; wire forms and light metal stampings. Stanley P. Dyba, pres.; I. H. Dyba, vice-pres.; E. C. Spaak, wks. mgr.; Paul L. Kish, sales and adv. mgr.; Paul Thompson, cf. engr.; Henry L. Schroeder, pur. agt.; Karl Kalas, asst.; E. F. Lessner, traf. mgr.; Lucile Wesner, pub. rel. mgr. **Det. Rep.**—Stanley J. Roberts, 5-259 General Motors bldg.

AMERICAN STEEL & WIRE, Div. U. S. Steel Corp., Rockefeller bldg., Cleveland 13, O. Cold rolled and stainless steel strip, springs, spring wire, control cable. W. F. Munford, pres.; H. M. Francis, vice-pres. in chg. of sales; John Graham, gen. sales mgr.; O. B. Stauffer, adv. mgr. **Det. Rep.**—M. D. Millard, Dist. Sales Mgr., General Motors bldg., Detroit, Mich.

AMERICAN TWIST DRILL CO., 14301 W. Chicago blvd., Detroit 28, Mich. High speed steel twist drills. Wm. F. Murray, pres.; H. M. Campbell, vice-pres.; E. Lovett, secy.-treas., pur. agt.; J. W. Wagus, sales mgr.; D. Liberty, cf. engr.

AMERICAN WINDOW GLASS CO., 16th Floor, Farmers Bank bldg., Fifth & Wood sts., Pittsburgh 22, Pa. Safety glass. A. S. Crandon, pres.; J. L. Williams, exec. vice-pres.; K. S. Wilson, vice-pres., sales; H. D. Menoher, gen. supt. factories; C. F. Wood, cf. engr.; H. W. Stedeford, pur. agt.; W. T. Lowe, traf. mgr.; John Morris, pub. rel. mgr.; **Det. Rep.**—J. W. Benson, 5-155 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—A. P. Hill Co., 233 Oliver ave., Pittsburgh 22, Pa.

AMES CO., B. C., 12 Ames st., Waltham 54, Mass. Cylinder gauges, micrometer dial indicators, micrometer dial gauges. Warren Ames, pres. and gen. mgr.; H. G. Haynes, secy.-treas. and pur. agt.; W. Ames, sales dir. **Det. Rep.**—B. C. Ames Co., 720 New Center bldg., Detroit. **Adv. Agcy.**—H. A. Loudon, Adv., Inc., Statler Office bldg., Boston 16, Mass.

AMGEARS, INC., 6633 W. 65th st., Chicago 38, Ill. Gears for industry. Ralph S. Geddes, pres.; T. U. Purvin, gen. sales mgr.; E. P. Swanson, treas.

AMMCO TOOLS, INC., 2100 Commonwealth ave., North Chicago, Ill. Honing machines, cylinder hones, brake cylinder hones, small bore hones, brake cylinder surfacing hones, cylinder surfacing hones, tension indicators, line boring machines, ridge reamers, brake gages, brake shoe grinders, brake drum mikes, drum lathes, brake piston injectors, pin vises, foot switches, connecting rod aligners. Fred G. Wacker jr., pres.; Charles H. Wacker, exec. vice-pres.; Martin W. Bazner sr., vice-pres., sales; J. Haynes, secy.; Frank C. Westphal, treas.; Frank Van Parys, plant mgr.; R. D. Stevenson jr., adv. and svc. mgr.; Robert Billeter, cf. engr.; Art Komarek, pur. agt. **Adv. Agcy.**—Arthur R. Mogge, Inc., 333 N. Michigan ave., Chicago, Ill. Ed J. Lund, acct. exec.

AMOS MOLDED PLASTICS, Div. of Amos-Thompson Corp., South Kyle St., Edinburg, Ind. Injection molded thermoplastic parts. Roy Amos, pres.; Bice Roth, vice-pres.; Dale Amos, secy.-treas., gen. mgr.; Frank Deli, sales mgr.; H. L. Conover, adv. mgr.; J. C. Kazimier, cf. engr. **Det. Rep.**—Fred A. Cole, 225 East Baltimore ave., Detroit 2, Mich. **Adv. Agcy.** — Sidener & Van Riper, Inc., Indianapolis, Ind. Horace Moorman, acct. exec.

AMPLEX DIVISION, CHRYSLER CORP., 6501 Harper ave., Detroit 31, Mich. Oilite powdered metal products for civilian and military use. A. J. Langhammer, pres.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; A. H. Merschel, asst. to the pres.; L. T. Toulouse, factory mgr.; William Kirk, supt.; M. L. Cobb, planning supt.; D. B. Martin, sales mgr. **Adv. Agcy.** — Witte & Burden, Detroit, Mich. W. Wilson Burden, acct. exec.

AMPLEX ENGINEERING CO., INC., 2510 Grand ave., New Castle, Ind. Die cast automobile wheel balancing weights. W. N. Waters, pres., gen. mgr.; Russell Waters, vice-pres., wks. mgr.; Ruth Hays, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

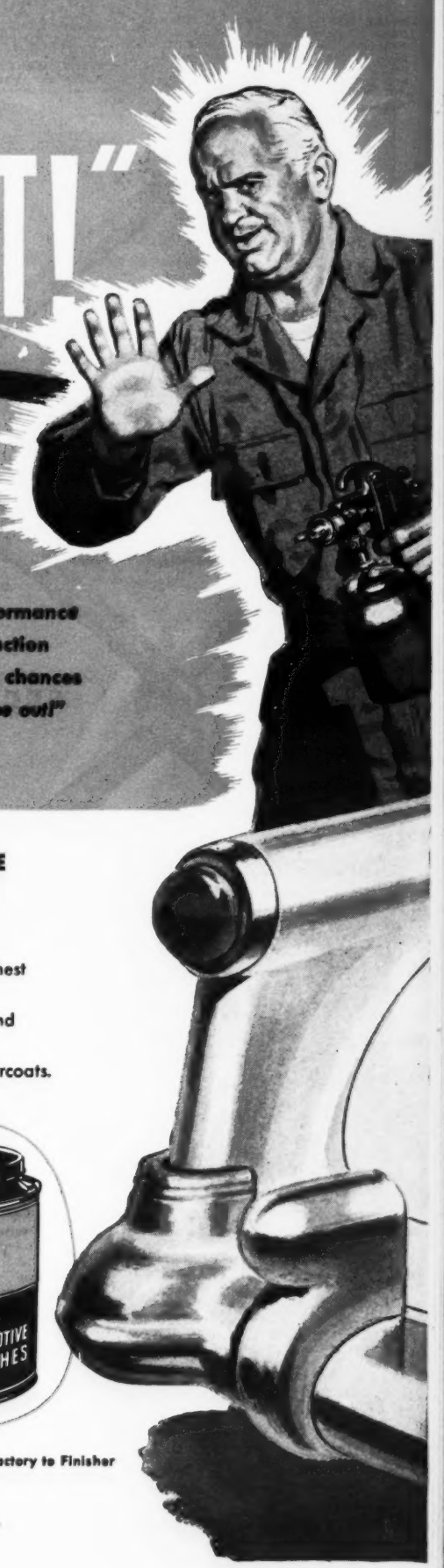
ANCHOR PLASTICS CO., INC., 36-36 36th st., Long Island City 6, N. Y. Precision custom extrusions in thermoplastics. Richard A. Fisch, pres.; R. Marx, adv. mgr. **Adv. Agcy.**—Conti, Ridgewood, N. Y. A. Bagar, acct. exec.

ANCHOR POST PRODUCTS, INC., Fluid Heat Div., 6500 Eastern ave., Baltimore 24, Md. Heaters for vehicles. W. F. Brannan, pres.; C. W. Burton jr., vice-pres.; G. Ferris, secy.; C. John Gross, treas.; M. J. Donahue, gen. mgr.; John Case, vice-pres.; wks. mgr.; C. E. Woolen and J. J. Albright, sales mgrs.; J. H. Peterson, asst. sales.; Thomas F. May, adv. mgr.; D. L. Wooden, cf. engr.; C. Bishop, pur. agt.; R. Pilsen, traf. mgr. **Det. Rep.**—C. E. Woollen, P. O. Box 35, 14325 Telegraph rd., Brightmoor Station. **Adv. Agcy.**—Vansant Dugdale, Baltimore, Md. C. M. Buchanan, acct. exec.

ANDERSON CO., INC., O. L., 1347 Fort st., Detroit 7, Mich. Fuel tanks, sheet

(Continued on Page 170)

"You can INCLUDE ME OUT!"



Maybe I learned the hard way, but now I know. Buying "specially priced" or "bargain" thinners and reducers is a sucker play! Today I buy one thing, and that's uniformity! That's why I never gamble—use only Martin-Senour thinners and reducers. They're FACTORY-PACKAGED and FACTORY-SEALED. I know what I'm getting and the performance I can expect. And I know when I promise my customers satisfaction in a paint job, they're going to get it! When it comes to taking chances with "bargain sale" thinners and reducers, you can "include me out!"

MARTIN-SENOUR THINNERS AND REDUCERS INSURE UNIFORM PERFORMANCE, TWO-WAY PROTECTION

M-S Lacquer Thinners

6286—PREMIUM THINNER for top quality results. Recommended when the smoothest possible finish is desired.

6295—"GENERAL USE" THINNER—medium drying. Recommended for all 'round shop use with lacquer colors and undercoats.

6298—FAST DRYING THINNER—economical price. Often preferred for undercoats.

M-S Synthol Reducers

8001—FAST DRY—Recommended for cold weather use and where conditions require fast drying.

8002—FLEET REDUCER—Slow drying. Recommended for fleet and commercial work.

8004—SYMETRO-FLOW—Amazing flow without retarding dust free or drying time.

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MARTIN-SENOUR

2520 South Quarry Street, Chicago 8, Illinois

Factory Packaging... the only Positive Control from Factory to Finisher

Who's Who in Auto Industry

(Continued from Page 169)

metal sub assemblies, stampings, experimental or sample work. Herman J. Koch, pres.; Joe C. Cook, vice-pres., sales mgr.; Geo. J. Jones, vice-pres., wks. mgr.; M. D. Wilson, sec., treas.; Henry Higginz, pur. agt.; R. B. Koch, asst. secy. and treas. **Adv. Agcy.**—Atherton Adv. Agency, Detroit, Mich.

ANDERSON CO., THE, 1075 Grant, Gary, Ind. Windshield wiper arms and blades, heavy duty blades, vacuum windshield wiper motors, glass cleaner pads, clamp-on-car-door rear view mirrors, granulated hand soap. John W. Anderson, pres. and gen. mgr.; Edward Larson, exec. vice-pres., treas.; Richard S. Melvin, secy.; K. W. Wittenberg, wks. mgr.; H. G. Rudd, gen. sales mgr.; P. W. Kurtz, adv. mgr.; S. J. Okleja, cf. engr.; C. E. Hulbert, pur. agt. **Det. Rep.**—George Cherry, 813 Fisher bldg., Detroit. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago, Ill. Wallace Meyer, acct. exec.

ANDERSON-PRICHARD OIL CORP., Apco Tower, Oklahoma City 2, Okla. By-products of petroleum. Roland Rodman, pres.; C. H. Dresser, Ind. sales vice-pres.; T. H. Marshall, secy., treas.; R. C. Arnold, pur. agt.; James R. Lewallen, traf. mgr. **Det. Rep.** — Grow Solvent Co., 14100 Stansbury ave., Detroit 27, Mich. **Adv. Agcy.**—Erwin Wasey Co., First National Bank bldg., Oklahoma City, Okla.

ANGIER CORP., 50 Fountain st., Framingham, Mass. Waterproof and greaseproof wrapping, shipping and building papers plain, creped and reinforced, corrosion preventive papers. Albert J. Thiel, pres. and treas.; Louis S. Kimball, vice-pres.; Dorothy E. Dwyer, secy.; Everett D. Cookson, Mark S. Eaton, asst. sales mgrs.; Ernest R. Dearborn, plant engr.; Leonard F. Hanna, pur. agt. **Det. Rep.**—Sidney M. Davey, 14255 Schaefer. **Adv. Agcy.**—Larcom-Randall, Boston, Mass. Edward W. Fischer, acct. exec.

ANSIN & CO., INC., J., 145 South st., Boston 11, Mass. Nylons, rayons, lastex and plastics (for automobile seat covers). Jack Ansin, pres., treas.; H. Yanco, vice-pres.; Joseph E. Settino, gen. mgr. **Det. Rep.**—Stahl Bowman Co., 2832 East Grand blvd., Detroit, Mich.

ANSONIA MILLS, INC., 350 Fifth ave., New York, N. Y. Elastic fabrics. Edward J. Ziskind, pres.; Abram Berkowitz, secy.; Abraham Ziskind, treas.; Leonard K. Berkowitz, wks. mgr.; David F. Squire, sales mgr. **Adv. Agcy.**—Robert B. Grady Co., New York, N. Y. Robert B. Grady, acct. exec.

ANTHONY CO., Streator, Ill. Dump bodies, hydraulic hoists, farm body hoists and boxes, elevating tailgates. W. C. Anthony, chmn. of bd.; G. A. Duis, pres.; C. H. Worrells, vice-pres., sales; A. L. Voggenthaler, vice-pres. of operations (includes cf. engr.); P. B. Heflin, secy.; J. E. Lyons, treas.; W. E. Goebel, parts and serv. mgr.; C. Tapley, pur. agt.; M. Ryan, traf. mgr. **Det. Rep.**—Frank L. Jursik, 21415 Mound rd., Base Line, Mich. P. O. Box 307. **N. Y. Rep.**—Howard E. Campbell, Fred French bldg., rm. 356, 551 Fifth ave., New York, N. Y.

ANZICK MANUFACTURING CO., 23675 Mound rd., Van Dyke, Mich. Steel door replacement panels. A. J. Anzick, pres.; W. Stansberry, vice-pres. **Adv. Agcy.**—Brindley Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

APPLETON ELECTRIC CO., 1701-50 Wellington ave., Chicago 13, Ill. Spotlights, utility lights. Arthur I. Appleton, pres. and treas.; E. A. Murray, vice-pres., sales; J. E. Whitfield, vice-pres., Lighting div.; O. Fred Rost, vice-pres., ind. rel.; M. Schreiber, secy.; Harry F. Appleton, sales mgr., auto div.; George Fauser, asst. sales mgr., auto div.; Kenneth R. Henkel, mgr. catalog dept.; Nils Tornblom, cf. engr.; W. A. Robertson, pur. agt.; J. Janecko, asst. **Det. Rep.** — H. A. Buegel, 3049 E. Grand blvd., Detroit. **Adv. Agcy.**—Aubrey, Finlay, Marley and Hodgson, Chicago, Ill. Robert Marley, acct. exec.

APPLIED ARTS CORP., 365 Lane ave., S.W., Grand Rapids 4, Mich. Precision metal stampings, plating, and assemblies for automotive and home appliances. Earl S. Fogle, gen. mgr., Detroit sales office, 1410 Fisher bldg., Detroit 2, Mich. Lewis Overeiner, secy.-treas.; C. A. Hendricks, vice-pres. in chg. of engrg.; Walter H. Wendell jr., pur. agt.

ARCO CO., THE, 1301 Bessemer ave., Cleveland 27, O. Subsidiary of American-Marietta, Co. Lacquers, synthetic enamels, lacquer and synthetic blacks, undercoats, thinners, rubbing compounds, color bars, color machines. Kenneth E. Clarke, pres.; E. Spoerry jr., exec. vice-pres.; C. R. Hosken, wks. mgr.; R. P. Dodds, merch. mgr.; E. N. Grossman, sales mgr.; E. J. Offtermatt, asst. sales mgr.; A. F. Berliner, adv. mgr.; E. J. Barnhart, cf. engr.; L. J. Esther, pur. agt.; Robt. Baker, asst.; E. J. Surtz, traf. mgr. **Adv. Agcy.** Bayless, Kerr Co., Hanna bldg., Cleveland, O. L. A. Schweizer, acct. exec.

ARKANSAS FUEL OIL CO., P. O. Box 1734, Shreveport 4, La. Gasoline and lubricating oils. A. H. Weyland, pres. and gen. mgr.; J. A. Welch, vice-pres. and sales mgr.; J. S. Sheffield, secy.; M. J. Lasseigne, treas.; R. D. Crow, lubricant sales mgr.; Lester Moore, adv. mgr.; J. Monkhouse, asst. adv. mgr. **Det. Rep.**—P. E. Watts, div. mgr. 3049 E. Grand blvd., Detroit 2, Mich.

ARLINGTON, ALUMINUM CO., 19011 W. Davison, Detroit 23, Mich. Component parts from aluminum sheet or extrusions; aluminum display frames; aluminum tripod easels. Grant Folin, pres.; Donald Armstrong, treas.; David S. Howell, vice-pres. mfg. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit 2, Mich. Charles F. Pineau, acct. exec.

ARMCO STEEL CORP., 703 Curtis st., Middletown, O. Stainless steel sheets, strip, plate, bars and wire, galvanized steel sheets, zinc-coated steel sheets, strip steel tubing. W. W. Sebald, pres.; L. J. Johnston, vice-pres., sales; Frank Fanning, vice-pres., operations; E. A. Correa, secy.; F. D. Danford, treas.; W. B. Quail, mgr. sales div.; H. V. Mercer, adv. mgr.; D. H. Malcom, sales prom. mgr.; W. F. Tuttle, cf. engr.; J. S. Thomas, pur. agt.; E. H. Dorenbusch, gen. traf. mgr.; H. W. Wright, pub. rel. **Det. Rep.**—R. L. Shugg, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Philadelphia, Pa. K. D. Pulcipher, acct. exec.

ARMSTRONG CORK CO., Liberty st., Lancaster, Pa. Gaskets, seals, packings, sound and vibration damping felt, adhesives, fiber sheet packings, mechanical specialties, natural cork products, cork composition products, resilient floorings, wall coverings, acustical materials, insulation products, refractories. C. J. Backstrand, pres.; Kenneth O. Bates, exec. vice-pres.; C. N. Painter, vice-pres and gen. mgr., floor and indus. operations; C. Dudley Armstrong, vice-pres., secy.; M. J. Warnock, vice-pres., treas. W. B. Tucker, gen. sales mgr., ind. div. H. C. Simpson, mgr., floor prod. dept. R. M. Hill, mgr., cork and rubber prod. dept.; C. B. Grove, mgr., cork products dept.; D. P. Paiste, mgr., felt and fibrous prod. dept.; A. J. Slosser, mgr. ind. adhesives dept.; Max Banzhaf, dir. of adv., prom.; Roy Minet, head, ind. creative sec. of adv. and prom. dept. G. A. Reinhard jr., cf. engr.; M. L. Lampe, gen. pur. agt. **Det. Rep.**—Armstrong Cork Co., 10th Floor Free Press bldg., 321 Lafayette ave., W. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, New York, N. Y.

ARMSTRONG - NORWALK RUBBER CORP., Div. of Armstrong Rubber Co., 20 Glover ave., Norwalk, Conn. Tires, tubes, foam rubber products. F. Machlin, pres.; J. A. Walsh, sr., chmn. of bd.; F. L. Dwyer, treas.; C. E. Rueckert, gen. mgr.; L. Sklarz jr., adv. mgr.; P. L. Giblin, sales mgr.; A. B. Nordin, pur. agt.

ARMSTRONG RUBBER CO., Elm st., West Haven 16, Conn. Passenger, truck, farm tractor, special purpose tires and tubes. James A. Walsh sr., chmn. bd. of directors; Frederick Machlin, pres.; Charles K. Novotny, vice-pres., mfg.; Eugene A. Roberts, vice-pres., research and development; John H. Fielding, vice-pres.; Paul L. Giblin, vice-pres., sales; Frank L. Dwyer, secy. and treas.; James A. Walsh jr., factory mgr.; H. W. Sherlock, asst. sales mgr.; Leo Sklarz jr., adv. mgr.; J. B. Florence, cf. engr.; A. B. Nordin jr., pur. agt.; Edw. Bates, traf. mgr. **Adv. Agcy.** Maxon, Inc., New York, N. Y. W. W. Mulvey, acct. exec.

ARNDT-PALMER LABORATORIES, INC., Melvindale, Mich. Manufacturer of automotive interior appearance reconditioning materials. W. P. Palmer, pres.; R. G. Arndt, secy.-treas.

ARNOLT, S. H., 415 East Erie st., Chicago 11, Ill. Importers and distributors of: MG, Lanchester, Morris, Aston Martin, Riley, Bentley, Rolls Royce, Daimler. S. H. Arnolt, pres. and treas.; James Clark Smith, vice-pres. and secy.; Esa M. Zacharia, gen. mgr.; Jack Nakagawa, wks. mgr. **Adv. Agcy.**—Scantlin & Co., Chicago 11, Ill. V. L. Scantlin, acct. exec.

ARN-WOOD CO., 610 W. Colfax, Denver 4, Colo. Wheel alignment tools, coil spring spacers and compensators, knee action and axle shims. R. S. Arnold and C. E. Woodend, partners.

ARO EQUIPMENT CORP., Enterprise and Trevitt, Bryan, O. Lubrication equipment, air tools, aircraft products, hydraulic equipment and grease fittings. J. C. Markey, pres.; A. N. Abelson, vice-pres.; L. L. Hawk, secy.-treas.; R. W. Morrison, vice-pres.; G. S. King, adv. mgr. **Det. Rep.**—J. C. Hurley. **Adv. Agcy.**—Beeson, Faller, Reichert, Toledo, O.

ARO TOP SALES CO., 1089 Commonwealth ave., Boston 15, Mass. Replacement convertible tops, plastic top covers, plastic rear curtains, top pads, rear quarter pads, jack and tool case. J. R. Hamlin, vice-pres., gen. mgr.; George Shapiro, sales mgr.; Quentin Hamlin, asst. sales mgr. **Adv. Agcy.** — Cotter Advertising Agency, Boston, Mass.

ARROW ALUMINUM CASTINGS CO., 3135 Berea rd., Cleveland 11, O. Aluminum, sand and permanent mold castings. Peter J. Petto, pres.; Herman Schmidt, vice-pres.; D. J. Patton, asst. gen. mgr., pur. agt.; J. E. Simon, gen. mgr. **Det. Rep.**—Hutchinson Sales Co., 2832 E. Grand blvd., Detroit 11, Mich.

ARROW SAFETY DEVICE CO., Holeman st., Mount Holly, N. J. Automotive lighting and safety equipment. A. Hopkin, jr., pres.; Paul F. Middleton, secy. and gen. mgr.; William Hopkin, treas.; Roy H. Stevens, works mgr.; Henry D. Lodge, sales mgr.; Robert R. Rossi, cf. engr.; Norman C. Park, pur. agt. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

ARROW TOOL & REAMER CO., 418-422 Livernois, Detroit 9, Mich. Cutting tools, end mills, reamers, drills, counterbores, live centers, carbide tools. Richard H. Wolfe, pres., gen. mgr.; Robert H. Wolfe, vice-pres., treas.; D. L. Denhardt, secy.; J. R. Davis, factory supt.; Robert H. Wolfe, sales mgr.; B. J. Fox, cf. engr.; N. J. Fisher, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Chas. F. Pineau, acct. exec.

ARTER GRINDING MACHINE CO., 15 Sagamore rd., Worcester 5, Mass. Rotary surface, automatic piston ring, automatic cylindrical and internal grinders. Harry Arter, pres.; William Arter jr., vice-pres. and treas.; Albert B. O'Donnell, sales, adv. and sales prom. mgr.; A. Sangster, cf. engr. **Det. Rep.**—Riordan Machinery Co., 213 Curtis bldg. **Adv. Agcy.**—John Odlin, Worcester, Mass.

ARVIN INDUSTRIES, INC., 13th and Big Four R. R., Columbus, Ind. Arvin car heaters. Q. G. Noblitt, chmn. of bd.; Glenn W. Thompson, pres.; Harlan B. Foulke, Fred E. Daniel, vice-presidents; Dee Lenfesty, secy.; Yandell C. Cline, treas.; T. Earl Robinson, asst. treas.; James Jewell, adv. mgr.; L. E. Simons, automotive sales mgr.; Don Shumway, automotive asst. sales mgr.; E. H. Stonecipher, wks. mgr.; Dick Williams, sales mgr.; David Black, asst. sales; John Prout, sales prom. mgr.; P. C. Baker, pur. agt.; Edmund Ludlow, automotive cf. engr.; Carl E. Boswell, traf. mgr. **Adv. Agcy.**—Roche, Williams & Cleary, Inc., Chicago, Ill. Miner Williamson, acct. exec.

ASBESTOS MFG. CO., Sabine st., Huntington, Ind. Brake lining, clutch facings, fan belts, hose, rivets, brake service and brake bonding equipment. W. A. Blume, pres.; R. H. Temple, treas.; J. E. Bradley, sales mgr.; Wilbur Biggard, pur. agt.; E. H. Janes, vice-pres. Original Equipment Sales, 10341 W. McNichols rd., Detroit 21, Mich. B. F. Sprague, sales engr.

ASHLEY MFG., HARRY K., 2305 Cherry st., San Leandro, Calif. Catalog racks, reflected signs. Harry K. Ashley, pres.; Arthur Morgan, gen. mgr.; John Kirkland, sales mgr.; Dave Mellow, cf. engr.

(Continued on Page 171)

Who's Who in Auto Industry

(Continued from Page 170)

ASHTABULA HIDE & LEATHER CO., 3906 Main ave., Ashtabula, O. Upholstery leather. Wm. J. Hinson, pres.; Edward S. Fitzgibbons, exec. vice-pres.; H. Gay Crawford, treas.; M. C. Howe, secy. **Det. Rep.**—Ryan Sales Engineering. Co., 82 Lothrop ave., Detroit 2, Mich.

ASHTON EQUIPMENT CO., 1703 W. Lafayette, Detroit, Mich. Tow truck wreckers. John Keene and Marvin Poindexter, partners.

ASHTON POWER WRECKER EQUIPMENT, INC., 1701 W. Lafayette, Detroit 16, Mich. Wrecker bodies, power wreckers, extension booms, special equipment. Afton A. Himick, pres.; Frances E. Himick, vice-pres., treas.; Chas. A. Swaby, secy.; John Keene, wks. mgr. **Det. Rep.**—Ashton Sales, Inc., 1701 W. Lafayette. Director of Sales—Lue Snelling. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Inc., Detroit 2, Mich.

ASSOCIATED PRODUCERS, INC., Detroit 20, Mich. Fillers, cements, adhesives, potting and casting plastics, coatings, strippers. Charles O. Spillman III, pres.; C. O. Spillman, gen. sales mgr.; G. F. Stewart, plant mgr. and traf. mgr.; D. W. Morgan, refinish sales mgr.; M. E. Wells, secy.-treas. **Det. Rep.**—George H Kirchner, mfg. sales.

ASSOCIATES INVESTMENT CO., 205 W. Jefferson blvd., South Bend 24, Ind. Automobile financing, small loans, commercial financing; covering assignment of accounts receivable inventories, liens on machinery and equipment and rediscount of automobile and other installment paper. Robert L. Oare, chmn.; W. F. Gaunitz, pres.; E. D. Campbell, treas.; V. B. Hungate, vice-pres.; T. C. Dye, vice-pres. **Adv. Agcy.**—Doremus and Co., Chicago, Ill. Charles C. Greene, acct. exec.

ATHOL MANUFACTURING CO., 75 Chestnut Hill ave., Athol, Mass. Vinyl coated fabrics for automobile and truck upholstery and trim. Trade name "Terson." E. A. Clare, pres.; I. B. Wheeler, vice-pres., treas.; F. L. Ford, dir. of sales; R. M. Tyler, sales mgr.

ATLANTIC BRAKE LINING CO., 89 Dummer st., Brookline 46, Mass. Brake lining. Saul A. Gan, gen. mgr.; L. B. Cibley, sales mgr. **Adv. Agcy.**—Central Advertising, Boston, Mass. R. Freedman, acct. exec.

ATLAS ASBESTOS CO., 4th and Walnut sts., North Wales, Pa. Brake linings, clutch facings. J. Carroll Johnston, pres. W. H. Johnston, vice-pres., and gen. mgr.; Wm. Wurster, secy.

ATLAS BODY CORP., 4150 E. Thompson, Philadelphia 37, Pa. Bodies, trailers. S. A. Berger, pres., gen. mgr.; H. A. Berger, vice-pres., treas.; L. Gold, secy., L. Fromm, wks. mgr.; C. H. Roberts sales mgr.; B. Boring, cf. engr. **Adv. Agcy.**—Wilfred Jacobi, Philadelphia, Pa

ATLAS DROP FORGE CO., 209 W. Mt Hope ave., Lansing 2, Mich. Drop forgings. J. V. Melick, pres., C. G. Ryan, vice-pres. and gen. mgr.; F. Holland sales mgr.; L. L. Melick, secy-treas.; F. P. Lovewell, asst. secy.-treas.; A. O Peterson, pur. agt.; H. A. Markle, cf. engr.

ATLAS INTERNATIONAL CO., 1545-47 N Farfield ave., Chicago 22, Ill. Replacement convertible tops. Harold H. Carter, pres.; Nort Zuckerman, gen. sales mgr. Al Fingerman, wks. mgr.; Dave Lichter sales mgr.; E. C. Timme, pur. agt. **Adv. Agcy.** — Burlingame-Grossman, Chicago Ill. Mauri Harvis, acct. exec.

ATLAS PRESS CO., 2505 N. Pitcher st., Kalamazoo 13D, Mich. Precision bench lathes, milling machines, shapers, drill presses, bench and floor model tilt arbor saws. J. E. Penniman, pres.; G. C. Nancarrow, E. Marsland, vice-presidents; Frank Leander, secy.; G. C. Nancarrow sales mgr.; W. F. Brown, adv. mgr. **Adv. Agcy.**—Staake & Schoonmaker, Kalamazoo, Mich.

ATOMIX, INC., P. O. Box 486, Wilmington, Del. Atolak wax and cleaner. W. H. Fenn III, pres.; Carsten F. Boe, vice-pres.

ATOMIZED MATERIALS CO., INC., 202 Arrott bldg., Pittsburgh 22, Pa. Kwik-metal cold solder, Kwik-Patch chemical fabric patch, and Speed Mask masking compound. Paul V. Hohmann, pres. and sales mgr.; Charles H. Allen, vice-pres. and wks. mgr.; Regis E. Lynch, secy. and treas.; Paul V. Hohmann, adv. mgr.; Regis E. Lynch, pur. agt.; **Det. Rep.**—Roy Baldwin, 15111 W. Nine mile rd. **Adv. Agcy.** — Lando Adv. Agcy. Pittsburgh, Pa. Robert M. Lando, acct. exec.

ATOM-OTIVE MFG. CORP., 641 Lexington ave., Brooklyn 21, N. Y. Auto and truck mirrors, windshield visors. Henry I. Sobel, pres. and pur. agt.; Milton Sobel, vice-pres., wks. mgr., cf. engr.; Abraham Sobel, secy.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

ATTWOOD BRASS WORKS, INC., 303 Douglas st., N.W., Grand Rapids 2, Mich. Automotive, bus, hearse, hardware, taxicab, marine hardware and fittings, automatic screw machine parts. C. H. Attwood, pres., gen. mgr. and wks. mgr.; H. L. Cook, vice-pres.; B. H. Cook, secy.; R. C. Griffin, treas. and pur. agt.; C. C. Gravengood, sales mgr.; E. M. Burdick, cf. engr.; R. Hewartson, traf. mgr. **Det. Rep.**—H. B. Stillman, 612 Stephenson bldg. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. Mr. Richter acct. exec.

AUBURN-CORD-DUESENBERG CO., Div. of Mast-Foos Mfg. Co., Auburn, Ind. Parts for various cars no longer in manufacture. Dallas E. Winslow, partner; H. S. Liddell, gen. mgr.

AUBURN SPARK PLUG CO., INC., 89 York st., Auburn, N. Y. Rust proof and chrome plated spark plugs, Jet aircraft spark plugs, spark plug wrench sets and cleaners, aircraft spark plug connectors. C. J. Nolin, pres., and gen. mgr.; A. R. Nolin, vice-pres., sales mgr.; Wm. A. Morgan, secy.-treas.; Stephen M. Webb, adv. and sales prom. mgr.; A. J. Battey, cf. engr.; J. M. Smith, traf. mgr.; Payson Derby, pub. rel. mgr. **Det. Rep.**—H. G. Kitchen & Son, Inc., Richmond, Ind. **Adv. Agcy.**—Richards & Webb, Syracuse, N. Y.

AURORA EQUIPMENT CO., Equipto Div., 422 Cleveland ave., Aurora, Ill. Steel shelving, automotive parts bins, tool storage bins, bolt and nut bins, storage bins and shelving, tool stands, work benches, drawer cabinets. John Dunham, pres.; M. D. Matyas, secy.; Paul Streit, dir. of sales; Floyd D. Keck, treas.; Jack Rice, wks. mgr. and pur. agt.; Louis Esser, traf. mgr. **Det. Rep.** — Larry Plagman, Cincinnati.

AUSTIN MOTOR CO., LTD. (England), 27-29 West 57th st., New York 19, N. Y. Automobiles. A-40 Somerset sedan, A-40 Somerset coupe, A-40 "Sports" convertible, A-40 Countryman, A-30 "Seven" sedan, A-40 pickup, A-40 panel, A-125 Sheerline saloon. L. P. Lord, pres.; C. R. Melton, vice-pres.; G. Kurz, secy.; E. G. King, serv. mgr. **Adv. Agcy.**—Hewitt Ogilvy Benson & Mather, Inc., 575 Madison ave., New York 22, N. Y. Breevort Walden, acct. exec.

AUSTIN TRAILER EQUIPMENT CO., Div. of West Mich. Steel Foundry Co., Muskegon, Mich. Fifth wheels, landing gears, pintle hooks, king pins. O. A. Seyferth, pres.; D. F. Seyferth, exec. vice-pres.; R. F. Seyferth, secy.; W. A. Strate, treas.; C. Jensen, serv. mgr.; Sam Vanderlaan, pur. agt.; Victor H. Bradford, gen. sales mgr.

AUTO FRICTION CORP., 87 Dummer st., Brookline 46, Mass. Brake lining. H. M. Comins, pres.; S. A. Comins, vice-pres., treas., gen. mgr.

AUTO GLASS MFG. CO., 8701 Grinnell ave., Detroit 13, Mich. Safety glass (laminated), laminated glass for automobiles and television. F. D. Knoblock, pres. and gen. mgr.; L. C. Putnam, secy. and treas.; E. C. Claes, vice-pres., and television mgr.; G. Seigel, automotive sales mgr.; R. Hill, pur. agt.

AUTO-LITE BATTERY CORP., Toledo 1, O. Electric storage batteries. D. H. Kelly, pres.; H. A. Harvey, vice-pres.; F. J. Kennedy, secy.; W. E. Blank, sales mgr. (replacement sales); R. A. Nowlan, pur. agt. **Det. Office**—New Center bldg. **Adv. Agcy.**—Space: Ruthrauff & Ryan, Tod Reed, acct. exec.; radio and television: Cecil & Presbrey, Tom Maloney, acct. exec.

AUTO PRODUCTS MFG. CO., 314 N. Ewing ave., St. Louis 3, Mo. Glass tube fuses. Richard M. Lottes, gen. mgr. **Det. Rep.**—W. F. Mathews, 447 New Center bldg., Detroit, Mich.

AUTO SPECIALTIES MFG. CO., Graves st., St. Joseph, Mich. Jacks, disc brakes, malleable iron castings, cast steel crank shafts. J. W. Tiscornia, pres. and gen. mgr.; W. V. Tiscornia, vice-pres.; A. H. Zick, vice-pres. and secy.; Lester Tiscornia, treas.; W. E. Ferrell, wks. mgr.; S. Paul, sales mgr.; C. H. Williams, adv. mgr.; A. W. Schultz, sales prom. mgr.; E. Kirchoff, serv. mgr.; M. B. Lucker, cf. engr.; E. Millhouse, pur. agt.; K. Bingham, E. Luhrs, assts.; V. C. Ankli, prod. mgr.; L. F. Krieger, pub. rel. mgr. **Det. Sales Rep.**—To mfrs.: K. B. Alexander, 940 Buhl bldg.; to jobbers; R. R. Baldwin, 1190 Collingwood ave., Detroit. **Adv. Agcy.** — Van Auken - Ragland & Stevens, Chicago. Chester Ragland, acct. exec.

AUTO TRUCK EQUIPMENT CO., 8300 Lyndon, Detroit 21, Mich. Manufacturers of auto truck, tow truck wrecker bodies, cranes and equipment. W. H. Kneppreth, pres.; H. F. Kneppreth, vice-pres.; Chas. E. Gerich, secy. and controller; H. E. Tremper, sales mgr.; Robert Picotte, wks. mgr.

AUTO VENTSHADE CO., 4881 Peachtree Industrial blvd., Chamblee, Ga. (Atlanta), Ventshades (rain shields and sun shades for the windows and doors of automobiles). A. R. Phillips, pres.; T. M. Croxton, vice-pres.; Harold W. Goodman, secy. and treas.; Chester Drexler, sales mgr. **Adv. Agcy.**—Lowe & Stevens, 12 Third st., N. E., Atlanta, Ga. John H. Stevens, acct. exec.

AUTOCAR CO., Ardmore, Pa. Heavy-duty motor trucks, highway tractors, gasoline engines, fire apparatus. Edward F. Coogan, pres.; Hamilton Page, secy.; C. R. C. Custer, vice-pres. and treas.; B. B. Bachman, vice-pres. of engrg.; A. Gelpke, vice-pres. of prod.; W. M. Taylor, sales mgr.; T. J. Delaney, pub. rel. dir. and adv.; Harley Harris, serv. mgr.; E. M. Minshall, parts and acct. mgr.; B. F. Jones, cf. engr.; W. C. Culp, pur. agt.; John Usher, asst. **Det. Rep.**—Karl Pearson, 3333 W. Fort st., Detroit 16. **Adv. Agcy.** — Gray & Rogers, Philadelphia, Pa. Jerome B. Gray, acct. exec.

AUTOMATIC RADIO MFG. CO., INC., 122 Brookline ave., Boston 15, Mass. Custom built and Universal mount auto radios. David Housman, pres. and treas.; A. J. Housman, vice-pres. and gen. mgr.; J. J. Grady, secy. and pub. rel. mgr.; Leo Maltzman, wks. mgr.; E. L. Housman, sales mgr. and adv. mgr.; H. E. Housman, asst. sales and sales prom.

(Continued on Page 172)

Who's Who in Auto Industry

(Continued from Page 171)

mgr.; H. Lawrence, svc. mgr.; John DeMetrick, cf. engr.; Frank M. Housman, pur. agt.; J. C. Loring, parts and acct. mgr.; Dave Marks, traf. mgr. **Adv. Agcy.**—Herbert Frank, Boston, Mass.

AUTOMATIC STEEL PRODUCTS, INC., 1201 Camden ave., S.W., Canton 6, O. Curtis Franklin, chmn. and pres.; David A. Thomas, exec. vice-pres.; John E. Carnahan, vice-pres.; Adelaide Riker, secy.; Douglas A. Miller, treas.; Robert J. Killian, cf. engr.; Richard A. DeCorps, pur. agt. **Adv. Agcy.**—Frank B. Johnson Advertising, Inc.

AUTOMO CORP., 320-321 First Savings & Loan bldg., Saginaw, Mich. Automatic safety starter switch. Wm. E. Strong, pres., gen. mgr.; James J. Gibbons, vice-pres. and sales mgr.; Wm. Holme-Shaw, secy.-treas. **Det. Rep.** — Birchard & Howard, 407 Curtis bldg. **Adv. Agcy.**—Price, Hedrick and Tanner, Saginaw, Mich. Red Wiesel, acct. exec.

AUTOMOTIVE & AIRCRAFT DIV., American Chain & Cable Co., Inc., 601 Stephenson bldg., Detroit 2, Mich. Brake controls, push-pull controls, disc brake for truck and buses, aircraft controls, fittings, assemblies. W. F. Wheeler, chmn. of bd.; C. N. Johns (N.Y.), pres.; W. D. Kirkpatrick (York, Pa.), E. J. Williams, vice-president; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; H. Williams (Detroit), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.** — Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AUTOMOTIVE BIN SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Parts storage equip., parts bins, steel shelving, merchandising displays. Rex R. Brubaker, pres.; Everett McRae, vice-pres.; Roy D. Angers, secy.-treas. **Adv. Agcy.**—Creative Service, Detroit, Mich.

AUTOMOTIVE DIV., The Cleveland Pneumatic Tool Co., 7630 Broadway, Cleveland 5, Ohio. Aerol lifts, claybourne axle and engine stands, dollies, lift kits. Roger O. Bay, sales mgr.; Kenneth J. Warren, sales engr.; T. A. Griffin, prod. mgr.; W. M. Taylor, pur. agt.

AUTOMOTIVE EQUIPMENT MFG. CO., 11000 S. Alameda st., Lynwood, Calif. Lee end lift, garage stands, dual wheel dolly. A. W. Douglas, pres.; L. F. Reisig, vice-pres.; C. P. Von Herzen, secy.; **Det. Rep.**—Erry S. Loewenthal, 1046 Penobscot bldg., Detroit 26, Mich. **Adv. Agcy.** Mann Advertising Agency, Los Angeles, Calif.

AUTOMOTIVE INDUSTRIES, INC., Main st., Owendale, Mich. Automobile arm rests, truck sleeper cabs. E. G. Wettlaufer, pres.; G. H. Dell, vice-pres., gen. mgr.; J. F. McMullen, secy.; J. MacKenzie, treas.; A. L. Corsini, wks. mgr.; A. J. Wettlaufer, sales mgr.; Jacques Pellette, asst. sales mgr.; Rome Grubba, chief engr.; A. MacKenzie, pur. agt. **Det. Rep.**—A. J. Wettlaufer, 19000 W. Eight Mile rd., Detroit, Mich. **Adv. Agcy.**—Marvin Hahn Agency, Detroit, Mich.

AUTOMOTIVE INVENTORY SERVICE CO., 10040 Freeland ave., Detroit 27, Mich. Inventory service for automobile dealers, distributors and parts wholesalers. Rex R. Brubaker, pres.; Don Osborne, gen. mgr. **Det. Rep.**—C. C. Phillips. **Adv. Agcy.**—Creative Services, Detroit, Mich.

AUTOMOTIVE MFG. CO., INC., 570 W. Fulton st., Chicago 6, Ill. Water pumps, shackles and parts, universal joints, King bolt sets, front end parts, clutch forks and parts. Nuemon Katz, pres. and sales mgr.; Sherman M. Katz, vice-pres. and chief engr.; H. O. Blair, secy. and pur. agt.; Lester Kalfen, traffic mgr. **Adv. Agcy.**—J. H. Kennedy, Chicago, Ill.

AUTOMOTIVE & MARINE PRODUCTS CORP., 87 Harvard ave., Boston 34, Mass. Vapor lubricator for top cylinder lubrication; pressure type lubricators for specific engine installation and for use on Diesel equipment, diesel starting injectors, gasoline starting injectors, dual fuel injector system. Earle B. Harvey, pres.; Draper M. Harvey, vice-pres.; George Glazebrook, secy.; D. M. Harvey, treas. and sales mgr.; Richard Lodge, serv. mgr. **Det. Rep.**—Elton Eldredge, Detroit, Mich. **Adv. Agcy.**—Ad-Art Co., Boston, Mass. Harry Roseman, acct. exec.

AUTOMOTIVE PRODUCTS, INC., 1700 S. E. Grand ave., Portland 14, Ore. Diesel testing equipment, magneto fittings, timing analyzers. George H. Ohler, pres.; C. Stanley McKinley, vice-pres.; E. O. Hammill, secy.; Don Chadbourne, sales mgr.; Wm. Glaske, parts and acc. mgr.; Rupert E. Perry, diesel foreman; Ray Wells, machine shop foreman.

AUTOMOTIVE REBUILDING CO., 5200 Virginia ave., St. Louis 11, Mo. Rebuilding of Ford, Chevrolet, Dodge-Plymouth, Oldsmobile and Pontiac 6 Engines. A. C. Burger, pres.; Imogene Burger, secy.-treas.; Kenneth H. Harris, gen. mgr.; George C. Barr, pur. agt., adv. mgr.; Harry V. Burtelow, traffic mgr.

AUTOMOTIVE SAFETY DEVICE CO., 410 Asylum, Room 240, Hartford 3, Conn. Safety devices. Albert W. Becker, pres., treas. and gen. mgr.; Dorothy E. Becker, vice-pres. and secy.; Fred K. Landa, adv. mgr. and pub. rel. mgr.

AUTOMOTIVE SPECIALTY CORP., 1562 DeKalb ave., Brooklyn 37, N. Y. Automotive electrical parts; coils, condensers, contact points, distributor covers and rotors, generator and starter brushes and bushings, terminal leads, cut-outs, relays, voltage regulators, solenoid and starter switches, dimmer and dash switches. Louis E. Fogel, pres., treas.; S. A. (Pat) Fogel, vice-pres., sales mgr., secy.; P. Henning, wks. mgr.; M. Meyer, chief engr.; A. Fettig, pur. agt. **Adv. Agcy.**—Irving Davis Co., 151 W. 51st st., New York 19, N. Y.

AUTOMOTIVE STAMPING & MFG. CO., 15396 Idaho, Detroit 3, Mich. Stampings, electric outlet and tool boxes, chair controls. C. B. Pingree, pres.; E. D. Pingree, vice-pres.; A. L. Lamacchio, gen. mgr.; R. A. Young, sales mgr.; W. S. Gwizdowski, chief engr.

AUTOMOTIVE TRANSMISSION CO., 17570 Livernois, Detroit 21, Mich. Rebuilders and assemblers of Hydra-Matic, Dynaflow, Powerglide, overdrive, power and all other types automotive transmissions. David Feldstein, owner and pur. agt.; Ernest Carmack jr., gen. mgr. and asst. pur. agt. Bill Grant Greene, wks. and serv. mgr.; Lawrence W. Sublett, engr.; George Adler, asst. eng.; Max Raimi, adv. mgr.

AUTOPARTS MFG. CO., 1433 Holden, Detroit 3, Mich. Stripfire safety reflective tape, hangrite clothes hanger racks, sweep bug deflectors. Albert Chicorel, owner; John W. Smith, wks. mgr.; Frank E. Bair, adv. mgr.

AUTOPULSE CORP., 218 E. Dowland st., Ludington, Mich. Electric fuel pumps, electric fuel lifters for gravity type oil burners; wall pump for large capacity power and gravity type burners. R. M. Eldred, pres. and treas.; Albert M. Stern, vice-pres.; G. J. Germann, secy. and pur. agt. **Adv. Agcy.**—Jaqua, Grand Rapids, Mich.

AUTOTRAY CO., INC., 3901 E. 26th st., Indianapolis, Ind. Under-the-dash Autotrays, window Auto Snack-Bar (Autotray, Jr.) No. ASB 501. R. C. Black, pres. and gen. mgr.; Joseph A. Ashman, vice-pres., treas. and chief engr.; Okal S. Black, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

AVIS RENT-A-CAR SYSTEM, 10734 Fullerton, Detroit 4, Mich. Auto and truck rentals. Warren E. Avis, pres.; Edward F. Avis, vice-pres.; Paul A. Larson, vice-pres. and adv. mgr.; Gordon Wood, secy.; N. F. Hampel, vice-pres. and cont.; N. M. Norton, gen. opr. mgr. **Adv. Agcy.**—Ruse and Urban, Detroit, Mich.

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B & M TRUCK TOP CO., 12186 Petosky, Detroit 4, Mich. Under car covers, covered wagon top for pick-ups and stakes, tops for hy-lows and bulldozers. Albert H. Dworkin, pres.

B & W EQUIPMENT & SUPPLY CO., INC., 7450 Stony Island, Chicago 49, Ill. Gasket boards, used car control panels, automotive bins. Wilburn L. Wood, pres.; F. H. Bouseman, secy. and treas. **Adv. Agcy.**—Gourfain-Cobb Adv. Agcy., Chicago, Ill.

BABACO ALARM SYSTEM, INC., 723 Washington st., New York 14, N. Y. Truck and car burglar alarm systems. Jack Seide, pres.; Louis Stieglitz, vice-pres.; William Blatz, secy.; Robert D. Eckhouse, adv. mgr., sales prom. mgr. and pub. rel. mgr. **Adv. Agcy.**—Walter J. Zimmerman Assoc., New York, N. Y. Walter J. Zimmerman, acct. exec.

BACON VULCANIZER MFG. CO., 1295 67th st., Oakland 8, Calif. Manufacturer tire repairing, recapping, retreading and tire inner tube repair machinery. Thos. P. Bacon, pres., gen. mgr.; Erling F. Week, exec. vice-pres.; Jack W. Herzig, vice-pres., chge. of sales; Joseph Wahrhaftig, vice-pres.; Geo. A. Warren, compt.; Don G. Malcom, vice-pres., engr. and production; O. Thompson, treas.; Ruth Wright, secy.; Earl R. Carians, asst. sales mgr. (538 Argyle dr., Falls Church, Va.); P. Luken, sales office mgr.; D. R. Smith, traffic mgr.; O. F. Arnold, pur. agt.; M. Belsit, shop pers. mgr.; A. E. Johnson, prod. engr.; P. E. Howell, adv. mgr. **Det. Rep.**—C. J. Olin, 925 Ann st., E. Lansing, Mich. **Adv. Agcy.** — Emeryville Adv. Agency, 1288 67th st., Emeryville, Calif.

BAKELITE COMPANY, Div. of Union Carbide and Carbon Corp., 30 E. 42nd st., New York 17, N. Y. Raw material suppliers of resins and compounds for the production of laminates, impregnants, moldings, abrasive products, coatings, electrical insulating parts, automotive ignition parts, jacketing and insulation for automotive wire. G. C. Miller, vice-pres. in chge. of sales; C. W. Blount, vice-pres. and gen. sales mgr.; Allan Brown, vice-pres. in chge of adv. and pub. rel.; H. K. Intemann and C. A. Norris jr., asst. gen. sales mgrs.; A. F. Clark and R. J. Barbour, adv. mgrs.; Don Masson, mgr. of pub. **Det. Rep.**—Bakelite Co., 6560 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—J. M. Mathes, Inc., 260 Madison ave., New York, N. Y.

BAKER BROTHERS, INC. Post and Harleau st., Toledo 10, O. Machine tools, drilling, boring, keyseating, contour, grinder, special multi-spindle high production drilling machines. G. E. Hallenbeck, chmn. of bd.; A. L. Baker, pres., gen. mgr.; H. L. Tigges, exec. vice-pres.; T. L. Hallenbeck, vice-pres., engr.; M. E. Fischer, vice-pres. mfg.; G. V. C. Baker, secy.-treas.; J. Brigham, gen. sales mgr.; L. Kopfman, pur. agt. **Det. Rep.**—Motch & Merryweather Mach. Co. **Adv. Agcy.**—Guy C. Core Agency, Toledo, O., and Jackson, Mich.

BAKER-RAULANG CO., 1250 West 80th, Cleveland 2, O. Battery and gasoline powered industrial trucks of the fork lift, platform and mobile crane types. J. W. Moran, pres.; E. H. Remde, vice-pres.; E. J. Scovil, secy.; E. W. Sankey, J. A. Matousek, G. B. Davis, vice-presidents; E. E. McVeigh, E. I. Walsh, asst. sales; R. T. Willson, adv. mgr.; L. G. Bowman, asst.; E. Geiger, pur. agt.; M. J. Dee, traffic mgr. **Det. Rep.**—H. A. Stevenson, Inc., 2988 East Grand blvd. **Adv. Agcy.**—G. M. Basford Co., Cleveland, O. C. A. Wagner, acct. exec.

BALCRANK, INC., Cincinnati 9, O. Lubrication and service station equipment and machine tool parts. Allen T. Shot, chmn. of bd.; Richard P. Field, pres.; Leo Spalding and R. C. Ford, asst. to pres.; J. B. Frech, secy.-treas.; H. A. Wirtz, adv. mgr.; C. S. Rouse, traffic mgr.; H. M. Pendery, wks. mgr.; Frank Woelfer, chief engr.; Russell Hayes, pur. agt.; E. D. Fox, serv. mgr. **Det. Rep.**—C. P. Hoffman, 6432 Cass ave. **Adv. Agcy.**—Perry Brown Co., Cincinnati, O.

BALDOR ELECTRIC CO., 4351-67 Duncan, St. Louis 10, Mo. Battery chargers, fans, motor grinders. E. C. Ballman, pres., gen. mgr.; E. W. Bruce, vice-pres.; G. A. Schock, secy., sales mgr.; O. A. Bauman, treas., wks. mgr.; Fred C. Ballman, chief engr.; Edmund B. Reinagel, pur. agt. **Det. Rep.**—W. M. Hamilton Co., 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Oliver A. Life, St. Louis, Mo.

BALKAMP, INC., 1454 E. 19th st., Indianapolis 7, Ind. Export Dept., 280 Broadway, New York, N. Y. Automotive replacement parts. Henry Lansdale, pres.; Geo. B. Johnson, vice-pres.; J. H. Baldwin, secy.-treas.; F. W. Bell, wks. mgr.; T. O. Willis, pur. agt. **Adv. Agcy.**—Caldwell-Larkin, Inc., Indianapolis, Ind. Storey Larkin, acct. exec.

BALLAK & CO., 811 N. 9th, St. Louis 1, Mo. Motorcycle replacement parts, pis-

(Continued on Page 173)

Who's Who in Auto Industry

(Continued from Page 172)

tons, electro brightening of stainless steel components and trim. John F. Ballak, pres., sales mgr., pur. agt.; L. K. Ballak, vice-pres.; J. Ballak jr., secy. chief engr.; Eldridge Artz, wks. mgr.

BARDAHL MFG. CORP., 1400 W. 52nd, Seattle 7, Wash. Crankcase additive, water pump lubricant, top oil, high temperature grease, household oil. O. Bardahl, pres.; C. B. Merritt, secy., treas. and opr. mgr.; John M. Haydon, adv. mgr. and pub. rel. mgr.; R. W. Wells, research engr. **Adv. Agcy.** — Wallace Mackay Co., Seattle, Wash. Gerald Hoeck, acct. exec.

BARNES CO., W. F. & John, 301 South Water st., Rockford, Ill. Special purpose drilling, tapping, boring and milling machines. W. W. Barton, pres.; K. L. Finkenstaedt, exec. vice-pres.; F. O. W. Bergquist, secy.-treas.; R. B. Billingham, vice-pres., gen. mgr.; G. C. Johnson, wks. mgr.; W. S. Austin, sales mgr.; Harry G. Anderson, serv. mgr.; S. Stark, chief engr.; E. F. Schaad, dir. of pur.; O. T. Thorvalson, asst. **Det. Rep.**—Krueger-Barnes Corp., 1469 E. Grand blvd.

BARNES-GIBSON-RAYMOND, Division of Assoc. Spring Corp., 40300 Plymouth rd., Plymouth, Mich. Springs (valve, clutch and all mechanical types), wire forms, small stampings. N. M. Purple, gen. mgr.; W. J. Black, sales mgr.; F. P. Zimmerli, chief engr.; L. E. Hilts, fac. mgr.

BARRETT EQUIPMENT CO., 21st and Cass, St. Louis 6, Mo. Brake service tools and equipment. H. B. Barrett, pres.; Harry D. Smith, exec. vice-pres. and gen. sales mgr.; John Chura, vice-pres. and treas.; Earl R. McAtee, vice-pres. and brake school dir.; T. Fooshee, secy.; David Ninas, adv. mgr.; Frank Albach, chief engr.; Ernest Fark, design engr.; Ray Stotlemeyer, pur. agt. **Adv. Agcy.**—Chas. W. Bolan Agcy., St. Louis, Mo.

BARRY AUTOMOTIVE CO., 1362 W. 65th st., Cleveland 2, O. Inventory controls, order books, tags, appraisal forms, used car promotions, used car aids. Rudolph R. Barry, pres. **Adv. Agcy.**—Russell Karg, Cleveland, O.

BASSICK CO., 437 Howard ave., Bridgeport 2, Conn. Hood fasteners, clamps and catches, starter pedals, door dovetails, etc. Geo. L. Meyer jr., pres.; W. F. Herold, vice-pres., gen. mgr.; R. Libeau, dir. of mfg.; W. G. Reycroft, sales mgr.; R. D. Mount, adv. mgr.; G. Raiselis, pur. agt. **Det. Rep.** — Warren Berrard, 105 E. Baltimore ave., Detroit. **Adv. Agcy.**—James T. Chirurg Co., New York City. L. Brendel, acct. exec.

BAY MFG. CO., 316 Arlington, Torrance, Calif. Portable pneumatic auto and truck lifts. P. G. Cloud, pres. and sales mgr.; Logan Cotton, vice-pres.; Wm. A. Watt, secy. and treas. **Adv. Agcy.**—Parkhouse & Associates, Glendale, Calif.

BAY SHORE MOTORS, 1159 India st., San Diego 1, Calif. W. H. Collins, pres.; M. Ryland, vice-pres., gen. mgr.; H. W. Kipper, secy.-treas., wks. mgr., serv. engr.; N. J. Neil, serv. mgr.; W. I. Swink, sales mgr.; R. L. Tipton, truck mgr.; G. Kettenhofen, used car mgr.; H. E. Haught, mgr. Coronado br.; A. H. Schmid, pts. and acc. mgr.; D. H. Jackson, pur. agt. **Adv. Agcy.**—Barnes Chase Co., San Diego, Calif. Geo. Hawkins, acct. exec.

BEACH AIR BRUSH CO., 2nd and Warren sts., Harrison, N. J. Paint spray equipment, hand and air operated oil and solvent spray guns, undercoating guns. R. B. Hiley, pres.; E. L. Hiley, vice-pres.; B. Franklin Reinauer II, secy.; M. S. Schiffman, treas.; D. W. Cosman, wks. mgr.; William Yonkers, chief engr.

BEACON CORP., THE, 529 South Seventh, Minneapolis 15, Minn. Semaphore truck and bus direction and traffic signals, automobile wheel balancers, wheel weights, white sidewall tire cleaner, tire and tube lubricant, hand cleaner. Coe H. V. Kiebert, pres., gen. mgr.; W. M. Carleton, vice-pres., secy., pur. agt.; Golda Kiebert, treas.

BEACON DEVICES, INC., 78 Oliver st., N. Tonawanda, N. Y. Compressed gas cylinders, control valves, regulators, screw machine parts. C. R. Phillips, pres. and treas.; R. R. Phillips, vice-pres. and secy.; O. S. Phillips, chief engr.

BEALL TOOL DIV., Hubbard and Co., 112 N. Shamrock, East Alton, Ill. Lock washers, farm implement parts. E. Wessel, vice-pres., gen. mgr.; E. E. Pointer, asst. mgr.; C. C. Woodson, supt., lock washer sales; Stanley Smith, chief engr. **Det. Rep.** — Norwood & Krauss, 5-254 General Motors bldg. **Adv. Agcy.**—Oliver Life, 706 Chestnut st., St. Louis 1.

BEAN DIVISION, JOHN, Food Machinery and Chemical Corp., 1305 S. Cedar Lansing 4, Mich. Wheel aligners, alignment correction tools; wheel balancers, balancing tools; wheel weights; headlight testers; car washers, steam cleaners. Paul L. Davies, pres.; H. L. Byrd, vice-pres. in chge.; Tracy Carrigan, div. mgr.; Larry Cheek, automotive dept. mgr.; J. H. Kidder, asst. mgr.; Wiley Axford, sales mgr.; Eldon Robbins, adv. mgr.; R. E. Butts, serv. parts and acct. mgr.; M. W. Turner, asst. pur. agt. **Adv. Agcy.** — Jepson-Murray Adv., Lansing, Mich. Kim Jepson, acct. exec.

BEAR MFG. CO., 2016-30 5th ave., Rock Island, Ill. Wheel aligners, axle presses, safety testers, front-end machines, frame and wheel straighteners, wheel alignment and headlight testers, wheel balancers and lugs, steering gear lube, alignment racks and gauges, tire spreaders, brake testers, caster shims, camber washers, other alignment tools. Will Dammann, pres.; V. B. Day, vice-pres., treas.; C. R. Nelson, secy.; H. E. Hermann, wks. mgr.; E. Quekels, new prod. and serv. mgr.; W. C. Goldschmidt, adv. mgr.; L. B. Arp, gen. mgr. **Det. Rep.**—Harvey Nestle, 16141 Harper ave., Detroit, Mich. **Adv. Agcy.** — Van Auken, Ragland & Stevens, Chicago, Ill.

BEARD TOOL CO., L. O., Andrew and Mill sts., Lancaster, Pa. Reamers (solid adjustable and repairman's taper), reamer cutting oil, bushing remover sets, Ford valve micrometer gauges, piston pin bushing hones, hydraulic brake cylinder hones, cylinder ridge reamers, valve reseating tools. L. O. Beard, pres.; Chas. A. Keen, vice-pres., gen. and wks. mgr., pur. agt.; H. S. Bachman, secy., sales, adv., and sales prom. mgr.; M. E. Gockley, treas.; Earl Gable, asst. sales mgr.; Wm. H. Price, traf. mgr. **Det. Rep.**—H. B. Hazerodt, 416 Ford Bldg., Detroit 26, Mich.

BEARINGS CO. OF AMERICA, 501 Harrisburg ave., Lancaster, Pa. Ball bearings. J. W. Brady, pres.; C. D. Addams, W. B. Pusey, A. R. Spicacci, vice-presidents; C. C. Edwards, secy.; J. A. McCarthy, treas.; D. F. Hess, asst. treas.; A. E. Carlson, replacement sales; J. L. Richards jr., pur. agt. **Det. Rep.**—A. W. Robbins, Wilson bldg., 9545 Grand River ave., Detroit, Mich. **Chicago Rep.**—J. H. Bannon, Uptown National Bank bldg., 4753 N. Broadway, Chicago 40, Ill.

BECK PRODUCTS CORP., P. O. Box 3808, Detroit 5, Mich. Automatic screw machine products, ignition and electrical harness, intricate assemblies, molded products, flexible tubing, stampings. C. W. Beck jr., pres., gen. mgr.; J. C. Lobdell, vice-pres., secy., sales mgr.; Orlo Rice, treas.; M. Popovich, pur. agt.

BECKWITH CHANDLER CO., Division of Devoe & Raynolds Co., Inc., Rutherford and Delancy sts., Newark 5, N. J. Enamels, lacquers, undercoats, thinners, industrial finishes. Clarence W. Slocum, pres. and gen. mgr.; J. Mack Creager, vice-pres. and asst. gen. mgr.; H. A. Johnson, sales mgr. auto refinish division.

BEE LINE CO., P. O. Box 569 Davenport, Iowa. Frame straightening and wheel aligning equipment; wheel straightening and wheel balancing equipment; 50-ton and 125-ton hydraulic presses. Harry Englehart, pres.; Richard D. Englehart, sales mgr. **Adv. Agcy.**—Boudinot Adv., Davenport, Iowa.

BEHR-MANNING CORP., 854 Seifert st., Troy, N. Y. Coated abrasives, sharpening stones, grinding wheels, pressure-sensitive tapes. Elmer C. Schacht, pres.; Henry M. Elliott, 1st vice-pres. and sales dir.; John O. Amstus, vice-pres. and cf. engr.; John M. Cook, vice-pres. and gen. sales mgr.; William I. Clark jr., secy.; H. Vermaidel Teeling, Arthur W. Bedell, asst. secretaries; Harold S. Turner, treas.; Terence A. Cordner, controller; Wm. J. Thelan and Edwin C. Evans, asst. gen. mgrs.; Byron C. Keene, dir. of pur.; Bertram M. Twamley, pur. agt.; Henry J. Sidford, sales prom. mgr.; Harry W. Seifert jr., adv. mgr.; Thomas E. Evans, asst. adv. mgr. **Adv. Agcy.**—Peterson & Kempner, Inc., 444 Madison ave., New York 22. N. Y. Roger N. Peterson, acct. exec.

BELDEN MFG. CO., 4647 W. Van Buren st., Chicago 44, Ill. Ignition, starting and lighting cables; storage battery; battery service tools; wire and solderless terminals. Chas. S. Craigmile, pres.; H. W. Clough, vice-pres.; Joseph C. Belden jr., secy.; A. L. Wanner, treas.; E. K. Butler (industrial div.), Les A. Thayer (merchandise div.), sales mgrs.; Gene Toolan, sales serv. mgr. (ind. div.); Edgar Stanton jr., adv. mgr.; Ted Kroeger, sales serv. mgr. (merchandise div.); W. A. Sandy, pur. agt.

BELL AUTO SUPPLY, 6601 Bergenline ave., West New York, N. J. Dealer license plate spring clips. Albert A. Waldman, pres., adv. mgr.; Robert Waldman, vice-pres., secy., sales mgr.; Anne Shulman, treas., asst. sales mgr.

BELL CO., INC., THE, 411 N. Wolcott ave., Chicago 22. Hydraulic brake fluids, shock absorber fluids, automatic transmission fluid. J. M. Bell, pres.; C. E. Allderdice jr., vice-pres., gen. mgr.; C. J. Bell, secy.-treas.; Joe Jacobs, wks. mgr.; E. A. Seeman, sales mgr.; L. E. Carr, cf. engr.; Irene Gorvitz, pur. agt. **Det. Rep.**—B. G. Golden, 29700 Thirteen mile rd., Farmington, Mich.

BEMIS, BRO. BAG CO., 408 Pine st., Box 77, St. Louis 2, Mo. Burlap and cotton piece goods, cotton, burlap and paper bags, tool bags, mailing bags, Tite-Fit tubing for covering regular and irregular shaped products. F. G. Bemis, pres.; H. V. Howes, vice-pres. and sales mgr.; R. Ramsay, secy.; T. W. Little, treas.; A. B. Merriam, adv. mgr. **Det. Rep.**—H. F. Wilson, Bemis Bro. Bag Co., 1627 W. Fort st., Detroit 16, Mich. **Adv. Agcy.**—Gardner Advertising Co., 915 Olive st., St. Louis 2, Mo. P. V. Fitzgibbon, acct. exec.

BENDIX AVIATION CORP., Fisher bldg., Detroit 2, Mich. Automotive and aviation components radio and television. Malcolm P. Ferguson, pres.; C. Marcus, Palmer Nichols, G. E. Stoll, R. P. Lansing, M. A. Heidt, A. E. Rabbe, L. A. Hyland, E. K. Foster, vice-presidents; Henry A. Gossner, secy.; W. H. Houghton, vice-pres., treas.; Wm. A. Mara, adv. and pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Fisher bldg., Detroit, Mich.

BENDIX-ECLIPSE OF CANADA, LTD., 1473 Argyle rd., Windsor, Ont., Canada. Automotive parts, including Bendix starter drives, mechanical brakes, hydraulic brakes, hydraulic master and wheel cylinders, vacuum brakes; also line link couplers for agricultural implements. R. W. Keeley, pres. and gen. mgr.; M. P. Ferguson, vice-pres.; H. A. Gossner, secy.; W. H. Houghton, treas.; T. F. Harris, wks. mgr.; T. E. McLeod, prod. sales; G. S. Manser, adv. mgr. and serv. sales mgr.; J. C. Blonde, cf. engr.; H. A. Cole, pur. agt.; L. B. Eaton, traf. mgr.; A. Carlisle, pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich.

BENDIX PRODUCTS DIV. of Bendix Aviation Corp., 401 N. Bendix dr., South Bend 20, Ind. Automotive products: hydraulic, mechanical and parking brakes, agricultural brakes, hydrovac vacuum-hydraulic and airpack air over hydraulic power brakes, treadle-vac power brake for passenger cars, vacuum power, accessories, hand control valves; universal joints; vacuum power gear-shift assistors; automatic clutch and transmission controls, automatic control governors; vacuum pumps for power brakes; hydraulic power steering for passenger cars, trucks and buses; hydraulic systems for bus control; hydraulic clutch and throttle control; Stromberg carburetors and parts; two-speed axle power controls; "Metalclene" cleaner for automotive and aircraft parts. Aviation products: turbojet and jet propulsion fuel controls and nozzles, automatic starting systems for jet engines, direct fuel injection systems and noz-

(Continued on Page 174)

CHEVROLET DEALER SAYS

NO VALVE LIFTER TROUBLES WITH AMAZING PURPLE OIL

Lester W. Moore (left, above), Manager
Sausman Chevrolet Company, Honesdale, Pennsylvania

Lester W. Moore says: "We sell and service both Chevrolet and Cadillac cars. So we wanted an oil that would do a good job of lubrication . . . plus correcting sticky hydraulic valve lifters and sludge problems.

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Here's how this amazing purple motor oil keeps valve lifters clean and free and combats sticking:

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UNION OIL 76 COMPANY OF CALIFORNIA

Who's Who in Auto Industry

(Continued from Page 173)

zles, speed density carburetion systems, large injection carburetors, light aircraft injection carburetors, float carburetors, water regulators and controls, landing gear (main, nose and tail wheels), brakes (shoe and segmented rotor brakes), struts (main, nose and tail), hydraulic controls. George E. Stoll, gen. mgr.; George W. Pontius, mgr. automotive section; Charles D. Manhart, mgr. aircraft section; Allan C. Chambers, dir. automotive sales; Frank E. Farrell, asst. dir. automotive sales; I. F. Richardson, sales mgr. (aircraft products); S. V. Harding, adv. mgr.; T. A. Kreuser, serv. sales mgr. (automotive); C. E. Budd, dir. of pur.; J. B. Haas, traf. mgr. **Det. Rep.**—A. C. Chambers and F. D. Hourigan, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit 2, Mich.

BENDIX RADIO DIV., Bendix Aviation Corp., Baltimore 4, Md. Custom automobile radios, mobile communication equipment. E. K. Foster, vice-pres. Bendix Avia. Corp., gen. mgr. radio div.; G. R. Faustman, fac. mgr.; W. E. Cleaves, sales mgr.; R. B. Barnhill, mgr. mobile and automotive radio sales; F. D. Fenhagen, pub. rel. and adv. mgr.; Arthur C. Omberg, dir. engrg. and research; J. L. Winchester, pur. agt. **Det. Rep.**—V. C. Judd, 261 McDougall ave., Detroit 7. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich. Ray Blackwell, acct. exec.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO., 901 Cleveland st., Elyria, O. Air brake systems and accessories for buses, trucks and trailers, air brake conversion kits, air clutch control, air steering, air horns, air supply units and other air controls for automotive and industrial applications. D. O. Thomas, pres.; D. S. Kimball jr., gen. mgr.; F. G. Reiter, treas.; F. L. Wheaton, sales mgr.; J. H. Walter, factory mgr.; E. R. Fitch, dir. of engineering; H. R. Hafferkamp, dir. of pur.; H. J. Begin, adv. mgr.; J. R. Hastings, serv. mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield, Hills, Mich.

BENMATT ORGANIZATION, INC., 3447 East 15th st., Los Angeles 23, Calif. License plate frames, personalized monograms, auto luggage carriers. B. J. Audette, pres., gen. mgr.; J. W. Simpson, vice-pres.; Max Pilter, treas.; V. Browne, secy.; F. Kabat, pur. agt.; Paul Huckelbury, traffic mgr. **Det. Rep.**—Leslie James, 14656 Terry ave. **Adv. Agcy.**—Edwards Advertising, Los Angeles, Calif.

BERGER MFG. DIV., Republic Steel Corp., Canton 5, O. Fabricators of steel products—bins for parts, racks, shelving, tool room and shop equipment, lockers, desks, tables, filing cabinets, storage cabinets, book shelf units, transfer cases, sheet metal roof drainage products. R. W. Helms, gen. mgr. of sales; C. E. Howes, mgr. of sales equip. products; M. C. Brown, asst. mgr. steel bldg.; product sales; E. T. Causer, wks. mgr.; Karl Foltz, pur. agt.; E. E. Bang, adv. mgr.; N. W. Sutmaier, asst. adv. mgr. **Det. Rep.**—H. F. Shires, br. mgr., G. E. Reed, nat'l automotive rep. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

BERTLEY CO., INC., 540 E. Fordham rd., New York 58, N. Y. Custom tailored automobile seat covers. Bert Levy, pres., sales mgr., pur. agt.; Hannah Levy, secy.-treas.; Norman Levy, gen. mgr.; Bert Levy, adv. and sales prom. mgr.

BESLY - WELLES CORP., Beloit, Wis. Surface grinders, taps, drills, reamers and end mills. E. K. Welles, pres.; K. Y. Taylor jr., vice-pres.; M. R. Wardlow, wks. mgr.; E. Addoms, sales mgr.; R. A. Kemmen, asst. sales; E. C. Wester, asst. sales; K. Hill, adv. mgr.; S. M. Napp, chief engr.; C. Ferwerda, pur. agt.; R. W. Hill, traffic mgr. **Det. Sales Office,** 7376 Grand River ave.

BETHLEHEM STEEL CO. Alloy and carbon steel bars and billets; low-alloy, high-strength corrosion resisting steel; tool steels; hot and cold-rolled sheets and strip; forgings and castings; hydraulic presses and other special machinery; wire rope; cold-formed shapes and special sections. E. G. Grace, chairman; A. B. Homer, pres.; Paul Mackall, vice-pres., sales; P. S. Killian, vice-pres., pur.; J. M. Larkin, vice-pres., industrial and pub. rel.

BETTER METAL PRODUCTS CO., 4495 West 210th st., Cleveland 26, O. Repair order racks, key cabinets, carbon interleaved repair orders, T. H. Easly, pres.

BIG FOUR INDUSTRIES, INC., 5938 Carthage ave., Cincinnati 12, O. Henderson tire changers. V. H. Hildebrant, pres., treas., chief engr.; E. T. Rothley, vice-pres.; A. F. Hildebrandt, secy., gen. mgr., sales mgr. and adv. mgr.; Ed Strassel, wks. mgr.; David W. Besuden, sales mgr.; A. B. Cox, traffic mgr.

BINKLEY MFG. CO., Warrenton, Mo. Truck trailer and truck body steel shapes, body hardware, landing gears. W. J. Binkley, pres.; R. F. Durham, vice-pres.; W. Hausner, secy.; Frank A. Bornmann, sales mgr.

BINKS MFG. CO., 3114-40 Carroll ave., Chicago 12, Ill. Spray guns, spray booths, painting outfits, regulators, hose and connections, all spray painting accessories. Burke B. Roche, pres.; P. L. Griffin, vice-pres., and treas.; E. F. Watts, vice-pres. and sales mgr.; C. Houlihan, secy.; J. E. Rowe, adv. mgr.; George Harker, chief engr.; George Gasser, pur. agt.; R. T. Hastie, pub. rel. mgr. **Det. Rep.**—A. W. Christenson, 105 E. Baltimore ave. **Adv. Agcy.**—Robertson & Buckley, Inc., Chicago, Ill. Scott Robertson, acct. exec.

BISHMAN MFG. CO., Osseo 1, Minn. Tire repair equipment, battery service equipment; pumps, barrels, drum, tank, tools; garage. Walter A. Bishman, pres.; E. L. Bishman, vice-pres.; Harold G. Lien, secy.-treas. and asst. sales mgr.; F. Ruhland, wks. mgr.; Don Lyons, sales and adv. mgr.; M. Dahlgren, parts and acc. mgr.; Walter Westley, chief engr.; Gene Flink, pur. agt. **Det. Rep.**—James Wernert, 3155 Goddard rd., Toledo, O. **Adv. Agcy.**—F. H. Faber, Minneapolis, Minn. A. G. Taylor, credit mgr.

BISHOP & BABCOCK MFG. CO., 4901 Hamilton ave., Cleveland 14, O. Thermostats, replacement and original equipment; hot water heaters and heater fittings. Edward L. Mayo, pres.; Wm. C. Linehan, treas.; H. J. Stenger, gen. mgr.; E. R. Kay, sales supervisor; R. F. Doughty, adv. mgr.; A. G. Getz, chief engr.; R. A. Dempsey, pur. agt. **Det. Rep.**—A. Rus. Wendell, General Motors bldg.

BLACK & DECKER MFG. CO., Towson 4, Md. Portable electric drills, sanders, polishers, shears, vacuum cleaners, electric bench and portable grinders; electric valve refacers, valve seat grinders; wire wheel and carbon cleaning brushes, etc. A. G. Decker, pres.; Thomas I. Burbage, secy.; Frank J. Nagell, treas.; A. G. Decker jr., vice-pres., mfg.; Robert D. Black, vice-pres.; Glen H. Treslar, vice-pres. sales; J. F. Spaulding, sales mgr.; J. F. Apsey jr., adv. mgr.; George Herbst, serv. mgr.; G. C. Wilhide, chief engr.; C. B. Mann, pur. agt. **Det. Rep.** J. M. Schreiner, 3028 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Van Sant, Dugdale & Co., Baltimore, Md. Dan Loden, acct. exec.

BLACK MFG. CO., 201 Second st., Harrison, N. J. Paint spray equipment. R. B. Hiley, pres.; Franklin Reinauer, secy.; M. P. Shiffman, treas. **Det. Rep.**—H. H. Bantz, 10853 Marne, Detroit, Mich. **Adv. Agcy.**—Emery Advertising Agency, Baltimore, Md. William Hatch, acct. exec.

BLACK & SONS, INC., ADAM, 300 Tonnele ave., Jersey City 6, N. J. Truck and trailer bodies. Fred O. Black, pres., gen. mgr.; William C. Black, secy., sales and adv. mgr.; Edward A. Black, treas. and works mgr.; Fred O. Black jr., chief engr.; Fred D. Godfrey, pur. agt.

BLACKHAWK MFG. CO., 5325 W. Rogers, Milwaukee 1, Wis. Hand tools, hydraulic hand and service jacks, porto-power equipment and hydraulic controls. H. P. Brumder, chmn. of the bd.; Phil Brumder, pres.; J. C. Merker, vice-pres. & gen. mgr.; hand tool div.; Hal Goehrig, vice-pres., chge. of sales; Ed Pfauser, vice-pres., chge. of engrg.; Harry A. Torrence, vice-pres., chge. of mfg.; L. E. Bertane, vice-pres. & export mgr.; Bill Dyke, sales mgr., dis. div.; Jack Wedereit., mgr., serv. div.; Wes Kiley, adv. mgr.; Jim Brophy, dir. of pur.; H. C. Schmidt, traffic mgr. **Det. Rep.**—Palmer Fry, 1275 Hillside dr., Birmingham, Mich. **Adv. Agcy.**—Klau Van Pietersom-Dunlay-Assoc., Inc., 744 N. 4th st., Milwaukee, Wis. Burt Hotvedt, acct. exec.

BLAISDELL MFG. CO., 1350 Coronado ave., Long Beach 4, Calif. Feathered shims, tappet screws, oil metering jets, brass and steel expansion plugs, lock nuts and washers, axle sleeves, head studs. A. H. Blaisdell, pres.; H. J. Blaisdell, vice-pres.

BLANCHARD BRO. & LANE, 408 Frelinghuysen ave., Newark 5, N. J. Genuine upholstery leather for automotive and furniture. Sherwood B. Gay, pres.; Karl W. Koeniger, N. C. Foss, George J. Belzel, vice-presidents; H. Gay Crawford, secy.-treas.; William J. Hinson, gen. mgr.; James K. Koeniger, wks. mgr.; N. C. Foss (chge. automotive), George J. Belzel (chge. furniture), sales mgrs.; H. L. Dinsmore, chief engr.; H. D. Weeks, pur. agt. **Det. Rep.**—Ryan Sales Engineering Co., 82 Lothrop ave.

BLISS CO., E. W., 1375 Raff rd., S. W., Canton, O. Mechanical presses, hydraulic presses, automatic feeds, can and container machinery, rolling mills, special machinery. Howard U. Herrick, pres.; J. H. Tredinnick, exec. vice-pres.; E. A. Irwin, gen. sales mgr.; G. Perrault, sales mgr. (rolling mill div., Salem, O.); W. H. Garrison, treas.; F. J. deLorne, secy.; W. Staecker, chief engr. (Canton div.); A. H. Schloz, chief engr. (Toledo div.); F. B. Porteaus, chief engr. (Hastings div.); G. F. Farrington, chief engr.; (rolling mill div., Salem, O.); E. V. Crane, chief engr., special projects; M. R. Hatch, chief engr. development; J. T. Harrington, adv. mgr. **Adv. Agcy.**—Fred Wittner Advertising, New York, N. Y. John J. Feeley, acct. exec.

BLOOD BROTHERS MACHINE CO., div. Standard Steel Spring Co., 1 Glass st., Allagan, Mich. Universal joints and assemblies. G. R. Wilber, vice-pres., gen. mgr., treas.; R. E. Myers, secy.; G. Gibson, wks. mgr.; C. E. Wood, sales mgr.; D. F. Wilber, asst. sales, adv. mgr.; G. R. Harrington, chief engr.; C. Condon, pur. agt. **Adv. Agcy.**—Paxson Advertising, Inc., Benton Harbor, Mich.

BLUE BIRD BODY CO., Fort Valley, Ga. School and passenger bus bodies. A. L. Luce, pres.; Albert L. Luce jr., gen. mgr.; J. E. Broadrick, sales mgr.; J. G. Reitzel, chief engr.; H. F. McElroy, pur. agt.

BLUMENTHAL & CO., INC., SIDNEY, 1 Park ave., New York 16, N. Y. Upholstery. H. H. Schell, pres., gen. mgr.; Andre Blumenthal, vice-pres.; George Beisheim, treas.; W. C. Spruill, automotive sales div.; George Matthews, adv. mgr.

BOHN ALUMINUM & BRASS CORP., 1400 Lafayette bldg., Detroit 26, Mich. Automobile, truck, diesel and aircraft engine bearings; aluminum pistons, sand castings, permanent mold castings; aluminum and brass extrusions, forgings, brass and bronze ingot. Charles B. Bohn, chmn. of bd.; S. D. Den Uyl, pres.; Terry W. Kuhn, vice-pres.; Henry Levitt, vice-pres.; C. M. Adams, secy.; F. M. Taylor, treas.; V. C. Mrowca, asst. secy.; R. J. Warner, asst. treas.; C. M. Adams, adv. mgr.; H. O. Davis, pur. agt. **Adv. Agcy.**—Zimmer-Keller & Calvert, Inc., Detroit 26, Mich.

BOHN ALUMINUM & BRASS CORP., SERVICE DIV., 2512 E. Grand blvd., Detroit, Mich. Engine bearings, Bohnalite pistons and pins. S. D. Den Uyl, pres.; P. W. Sloan, gen. mgr.; C. M. Adams, adv. mgr.; R. S. Booth, pur. agt. **Adv. Agcy.** — Zimmer-Keller & Calvert, Inc., Detroit. Robert Gass, acct. exec.

BOLTA PRODUCTS SALES, INC., 151 Canal st., Lawrence, Mass. Boltaflex, all-plastic covering material. Daniel E. Hogan jr., pres.; John Bolten jr., vice-pres.; Arnold A. Weiner, vice-pres., sales; Samuel S. Dennis III, secy.; Harold T. Houston, treas.; Bomar Kramer, sales mgr.; Quilted Boltaflex div.; Bol Sackel, dir. of adv.; Robert S. Kesler, pur. agt. **Adv. Agcy.**—H. B. Humphrey, Alley & Richards, Inc., Boston, Mass. Herbert T. Hand jr., acct. exec.

BONNEY FORGE & TOOL WORKS, Allentown, Pa. Mechanics' hand tools. J. E. Durham jr., chmn. of bd.; A. J. Male, pres., treas.; F. S. Durham jr., vice-pres. and secy.; H. J. Seaman, sales sup.; E. S. Sensenderfer, mgr. of mdse.;

(Continued on Page 175)

Who's Who in Auto Industry

(Continued from Page 174)

L. J. MacGregor, chief engr.; W. H. Emrey, pur. agt. **Det. Rep.**—H. D. Wixson, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa. Martin E. Goldman, acct. exec.

BOOTS AIRCRAFT NUT CORP., P. O. Box 591, Norwalk, Conn. Self-locking nuts. Col. N. Jay Boots, pres.; J. Nelson Kelly, exec. vice-pres.; C. A. Milton, secy.-treas.; W. D. Wedgwood, sales mgr. **Adv. Agcy.** — Moore & Beckham, Inc., Greenwich, Conn.

BORG & BECK DIV. of Borg - Warner Corp., 6558 S. Menard ave., Chicago 38, Ill. Torque converters and clutches for passenger cars, trucks, tractors, lift-trucks. David E. Gamble, pres.; Tolbert L. Knecht, vice-pres., gen. mgr.; Clyde Bissell, secy.-treas.; Edward H. Lipke, wks. mgr.; Arthur W. Anderson, Alfred A. Krueger, sales engrs.; Chas. C. Blanchard, serv. mgr.; Harold Nutt, vice-pres. in chge. engrg.; Harold V. Reed, chief engr.; Lawrence R. Seen, pur. agt.; Edward F. Newren, asst. pur. agt.; Carl E. Morris, traffic mgr. **Det. Rep.**—Joel D. Monroe, Rm. 7-233 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. Walter E. Smith, acct. exec.

BORG PRODUCTS DIV., The George W. Borg Corp., 902 Wisconsin st., Delavan, Wis. Electrically-wound and hand-wound clocks, polishing pads and bonnets. George W. Borg, pres.; Lester M. Grether, vice-pres.; Harold R. Egenes, secy., treas.; Karl Keck, sales mgr.; Peter Olson, chief engr.; H. W. DeVitt, pur. agt. **Det. Rep.**—Roy M. Hood, Basso Bldg., Detroit 2, Mich.

BORG-WARNER CORP., 310 S. Michigan, Chicago 4, Ill. Clutches, transmissions, automatic transmissions, torque converters, gears, universal joints, carburetors, automotive timing chains, radiators, power steering (for passenger cars, trucks, buses and tractors), silent chains, sprockets, flexible couplings, speed reducers, hydraulic pumps, fuel pumps, air pumps, electric motors and related accessories (for aircraft, electric and engine hydraulic pumps), valves and electric motors, Borg-Warner super-chargers and blowers, gear reduction units, power take-offs, mechanical precision springs for automotive and aircraft industries, special clutch discs and precision flat springs. C. S. Davis, chmn. of bd.; R. C. Ingersoll, pres.; G. A. Shallberg, chmn. of exec comm.; Mathew Keck, vice-pres.; L. G. Porter, treas.; R. W. Dose, secy.; G. A. Shallberg jr., dir. of adv.; J. S. Davis, dir. of pub. rel. **Adv. Agcy.**—J. Walter Thompson Co., Chicago, Ill. T. T. Weldon, acct. exec. **Industrial Adv.**—Rogers and Smith, Chicago. W. E. Smith, acct. exec.

BORROUGHS MFG. CO., Subsidiary American Metal Products Co., 3002 N. Burdick, Kalamazoo, Mich. Flexi (storage) bins, library shelving, bookcases, storage cabinets, pallet and skid racks, service desks, stampings, sheet metal fabrication, round and square tubing fabrication. F. C. Matthaei, pres.; A. M. Mras, secy.-treas.; D. F. Roby, vice-pres.; Samuel Bullock, vice-pres.; Frank Davison, wks. mgr.; Tracy Call, compt.; Ray Pike, traffic mgr.; Joe E. Davis, sales mgr. **Adv. Agcy.** — Roland G. Spedden, 1402 Maccabees bldg., Detroit 6, Mich. Roland G. Spedden, acct. exec.

BOSTON WOVEN HOSE & RUBBER CO., P. O. Box 1071, Boston 3, Mass. Conveyor, elevator and transmission belting, industrial and fractional V-belts, hose, friction and rubber tape, sheet packing, brass goods, tubing and plastic hose. John M. Bierer, pres.; Alden S. Foss, secy., asst. treas.; W. L. Larkin, treas., vice-pres.; J. C. Walton, factory mgr.; G. A. Taylor, adv. mgr.; W. N. Shepard, dir. of sales; G. E. Apel, plant engr.; Harrison S. Royce, gen. pur. agt.; T. F. Murphy, traffic mgr. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., New York and Detroit.

BOSTROM MFG. CO., 133 W. Oregon st., Milwaukee 4, Wis. Hydraulic suspension seat assemblies for trucks and tractors; cushions; spring units for trucks, tractors, earthmovers, transport vehicles. Harold W. Bostrom, pres., gen. and wks. mgr.; Karl A. Bostrom, vice-pres., treas.; W. J. Schlatman, sales mgr.; Richard R. Whiting, secy.; A. K. Simons, chief engr.; J. H. Kitterman, pur. agt. **Adv. Agcy.**—Al Herr, Adv. Agency, Milwaukee 4, Wis. Al Herr, acct. exec.

BOSTWICK LABORATORIES, INC., 706 Bostwick ave., Bridgeport 5, Conn. Insect killer, fire extinguisher, Aerosol insecticides, moth proofers, air conditioners, plastic sprays, Spray-Kleen spot remover. A. O. Samuels, pres. and gen. mgr., treas.; J. Schenberg, vice-pres.; Herbert Cohen, secy.; J. Zamata, pur. agt.; Jack Schenberg, sales and adv. mgr.; Paul Klinger, traffic mgr.

BOWEN PRODUCTS CORP., Canal st., Auburn, N. Y. Lubricators, metal stampings, automobile window regulators and door latches. L. A. Young jr., pres.; W. H. Steelow, vice-pres. chge. of mfg.; W. H. Hughes jr., treas.; Mary D. Below, secy.; P. Williamson, plant sales and traffic mgr.; M. St. John, pur. agt.; L. Pickard, prod. supt.; R. D. Mullally, employment mgr.

BOWER ROLLER BEARING CO., 3040 Hart ave., Detroit 14, Mich. Tapered roller bearings, straight roller bearings. S. A. Strickland, pres.; R. S. Strickland, exec. vice-pres.; Theo. C. Dye, secy.; F. E. Halderman, vice-pres., treas.; J. R. Squire, vice-pres. mfg.; R. Strickland, adv. mgr.; G. O. Wilson, vice-pres. engrg.; Charles Heller, pur. agt. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich. R. A. Brewer, acct. exec.

BOWERS BATTERY & SPARK PLUG CO., Box 1262, Reading, Pa. Storage batteries, spark plugs, battery charging equipment. C. P. Bowers, pres.; A. J. MacRea, vice-pres. and gen. mgr.; I. Y. Graul, secy. and treas.; G. R. Luckenbill, wks. mgr.; R. D. O'Brien, sales mgr.; W. F. Keller, adv. mgr.; C. H. Rinehart, chief engr.; Earle E. Hafer, pur. agt.; Herbert Nagle, traffic mgr. **Adv. Agcy.**—Beaumont, Heller & Sperling, Reading, Pa. Louis Sperling, acct. exec.

BOWES "SEAL FAST" CORP., 226 N. Pine st., Indianapolis 7, Ind. Charles E. Bowes, pres.; Corwin T. Geyer, vice-pres. and gen. mgr.; Freeman A. Loas, secy.; Maude F. Watson, treas.; George E. Talmage, asst. sales mgr.; David A. Henderson, adv. mgr.; Frank S. Gardner, pur. agt.; E. E. Perkins, asst. pur. agt. **Det. Rep.**—Fay Barnett, 16739 Rutherford. **Adv. Agcy.** — Pettinger-Harding, Inc., Indianapolis, Ind. Charles Pettinger, acct. exec.

BOYERTOWN AUTO BODY WORKS, INC., Third and Walnut, Boyertown, Pa. Production type conventional and forward control delivery panel bodies; special custom - built bodies, van bodies, refrigerated truck bodies, ambulance bodies, military vehicles. Paul R. Hafer, pres.; B. Frank Hafer, secy.-treas.; Jess Goranflo, sales mgr.; Gordon Rose, asst. to pres.; Lloyd B. Fritz, production coordinator.

BOYLE-MIDWAY, INC., 22 E. 40th, New York 16. Auto polishes, "3-in-1" oil, Kant-Rust oil, and Plasteele, for body and fender repairs. S. Schraffenberger, pres.; W. Tinedale, vice-pres.; E. A. DeBaggis, sales mgr.; R. S. Wheeler, adv. mgr. **Adv. Agcy.**—Geyer Advertising, Inc., 711 Fifth ave., N. Y. F. Kearney, acct. exec.

BRACH MFG. CORP., 200 Central ave., Newark 4, N. J. Auto radio antennas. FM and TV antennas. Leon S. Brach, pres.; Ira Kamen, vice-pres.; J. B. Cejka, vice-pres. and chief engr.; A. Ashcroft, pur. agt. **Det. Rep.** — S. Kehoe, 719 Fisher bldg., Detroit, Mich. **Adv. Agcy.** —Raymond Advertising, Newark, N. J.

BRADEN WINCH CO., P. O. Box 547, Broken Arrow, Okla. Winches, gear boxes, hanger bearings. J. E. Mabee, pres.; H. B. Mabee, vice-pres. and gen. mgr.; Frank A. Brown, sales mgr.; Don J. Catron, adv. mgr. and sales prom. mgr.; E. W. Turnquist, chief engr.; C. A. Thomas, pur. agt.; Walter Black, parts and acc. mgr., traffic mgr. **Det. Rep.** — Howard M. Ross, 615 Orchard View Drive, Royal Oak, Mich. **Adv. Agcy.** —Watts-Payne Adv. Co., Tulsa, Okla. Les Hauger, acct. exec.

BRADY CORP., 18th and Ebright st., Muncie, Ind. Automatic cooling system cleaners, industrial coolant pumps, automotive exhaustair system. F. E. Brady, pres., gen. mgr. and chief engr.; E. A. Huston, vice-pres. and bus. mgr. dir.; H. L. Haskett, factory mgr.

BRAKE LINING SUPPLY CO., INC., 882 Commonwealth ave., Boston 15, Mass. Brake lining for cars, trucks, buses, etc. Adrian Comins, pres. and gen. mgr.; A. C. Lurie, vice-pres.; S. A. Comins, treas.

BRANDT MACHINE CO., INC., C. R., Roosevelt ave., extd., York, Pa. Hydraulic presses, spring testers, shock absorbers. Fred H. Hespenheide, pres.; C. Ralph Brandt, vice-pres.; A. H. Rohrbaugh, secy.-treas.; Paul J. Byerly, gen. mgr.; Richard Ganther, wks. mgr.

BREEZE CORP., INC., 41 S. Sixth st., Newark 7, N. J. Radio ignition shield assemblies, tab controls, tachometer adapters, conduit and fittings, hose clamps, flexible tubing and metallic bellows and electrical connectors. J. J. Mascuch, pres.; J. F. Lucas, vice-pres.; H. J. Dwyer, secy.; F. G. Shupp, treas.; F. T. Gould, sales mgr.; T. C. Irwin, automotive sales mgr.; A. T. Keller, wks. mgr.; R. M. Nardone, dir. of engrg.; G. C. Braumuller, pur. agt.; A. P. Ellsworth, asst. **Adv. Agcy.**—Burke, Dowling, Adams, Montclair, N. J. B. D. Adams, acct. exec.

BREUER ELECTRIC MFG. CO., 5100 N. Ravenswood ave., Chicago 40, Ill. Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, portable (Auto-Vac) vacuum cleaners, dust collectors. A. A. Bruer, gen. mgr.; J. P. Jason, wks. mgr.; A. M. Anderson, sales mgr.; P. W. Williams, asst. sales mgr.; I. Frahm, serv. mgr.; G. Marshall, pur. agt. **Det. Rep.**—Tornado Sales & Service, 8035 Hamilton ave. **Adv. Agcy.**—Grimm & Craigle, Chicago, Ill. Walter T. Craigle, acct. exec.

BREWER - TITCHENER CORP., 111-113 Port Watson st., Cortland, N. Y. Forgings and stampings. J. H. Greene, pres.; M. E. Maxon, vice-pres., treas., sales mgr.; E. R. Brewer, secy.; W. S. Brewer, asst. treas.; A. W. Hoffman, pur. agt.; F. R. Davies, traffic mgr. **Det. Rep.**—C. H. Webster. **Adv. Agcy.**—Taylor M. Ward, Inc., Ithaca, N. Y.

BREWSTER MFG. CO., 2262 Bedford ave., Brooklyn 26, N. Y. Custom built auto seat covers. Norman Glassberg, sales mgr., pur. agt.; Ned Glassberg, adv. mgr.; Stanley Glassberg. All partners.

BRIDGEPORT BRASS CO., 30 Grand st., Bridgeport 2, Conn. Brass and copper sheet, rod, wire, tubing, condenser and heat exchanger tubing, bronze welding rod and wire, phono-electric bronze wire, brass and copper pipe, copper water tubing, fittings, tire valves, plumbing goods. Herman W. Steinkraus, pres., gen. mgr.; Austin R. Zender, exec. vice-pres.; C. M. Adams, gen. sales mgr.; John S. Dawson, secy., counsel; W. R. Breetz, vice-pres., treas.; Philip Davidson, adv. mgr. **Adv. Agcy.** — Hazard Advertising Co., New York. John C. Lucas, acct. exec.

BRIDGEPORT FABRICS, INC., 805 Wood ave., Bridgeport, Conn. Elastic and non-elastic narrow fabrics, sponge rubber weatherstripping with molded-in spring wire flange, robe rails, assist straps. H. B. Naramore, chmn. of bd.; H. Burling Naramore, pres.; R. W. Naramore, vice-pres., sales mgr.; E. J. Morrell, secy.; T. N. Wakeman, treas.; L. Sparagen, cf. engr.; H. A. Hubbell, pur. agt. **Det. Rep.**—732 Fisher Bldg., Detroit 2, Mich. **Adv. Agcy.**—Henry A. Loudon, Advertising, Inc. Statler office bldg., Boston 16, Mass. Howard Stockwell, acct. exec.

BRIDGEPORT THERMOSTAT DIV., Robertshaw-Fulton Controls Co., 1225 Connecticut ave., Bridgeport 1, Conn. Thermostats. J. A. Robertshaw, pres.; A. D. Rapuano, vice-pres., gen. mgr.; W. H. Steffler, secy.-treas.; C. F. Ahlheim, sales mgr.; J. F. Mayne, asst. sales; E. D. Rogers, adv. mgr.; D. L Morgan, cf. engr.; W. E. Stratford, pur. agt. **Det. Rep.**—C. E. Sharp, 705 Donovan bldg. **Adv. Agcy.** — Griswold-Eshelman Co., Cleveland.

BRIGGS FILTRATION CO., River rd., Washington 16, D. C. Oil filters and oil filter replacement elements. F. E. Ehrman, pres.; J. H. Nash, vice-pres., secy.-treas.; S. W. Briggs, vice-pres., chge. research; J. A. Collins, sales mgr. (automotive); R. A. Howland and H. K. Woodward, sales mgrs. (industrial); Mrs.

(Continued on Page 176)

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Who's Who in Auto Industry

(Continued from Page 175)

Hettie Davis, sales prom. mgr.; W. C. Bauer, cf. engr.; D. Hardester, pur. agt.; N. L. King, traf. mgr. **Det. Rep.**—Industrial: Wm. A. DaLee, Inc., 9190 Roselawn ave. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. W. S. Martin, acct. exec.

BRIGGS MFG. CO., 3675 E. Outer dr., Detroit 34, Mich. Automotive bodies and component parts. Automobile metal stampings, automotive interior trim, decorative plastic panels and mouldings, paints and refinishing materials for car and home. Briggs Beautyware plumbing fixtures, porcelain enamelware, vitreous chinaware, brass plumbing ware fittings. Aircraft assemblies. W. D. Robinson, chmn. of bd.; E. E. Lundberg, pres. and gen. mgr.; W. O. Briggs jr., exec. vice-pres. and asst. gen. mgr.; A. D. Blackwood, secy.-treas.; F. W. Hofmann, vice-pres.; G. W. Drysdale, vice-pres., mfg.; C. B. Doty, vice-pres., engrg.; L. J. McPharlin, dir. of pur.; E. O. Brady, gen. mgr. plumbing ware div.; W. J. Athanson, gen. mgr. parts and refinishing materials div.; J. I. Boomer, traffic mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

BRIGHT STAR BATTERY CO., 600 Getty ave., Clifton, N. J. Flashlights, flashlight and radio batteries, dry cells, vitasparks. Reid Gardner, pres.; J. M. Koretzky, secy.; W. T. Margetts jr., treas.; W. E. Corcoran, asst. treas.; L. J. Kalkut, sales office mgr.; J. Strickland, cf. engr.; G. Feher, pur. agt.; M. F. Lagos, office mgr.

BRIGHTBILL BODY WORKS, INC., M. A., E. Cumberland st., Lebanon, Pa. Truck bodies, vans, custom bodies. Miles A. Brightbill, pres., gen. mgr.; Richard L. Boeshore, vice-pres., wks. mgr.; Kathryn A. Boeshore, treas.; James A. Eckenroth, sales mgr.

BROCKWAY MOTOR CO., INC., 106 Central ave., Cortland, N. Y. Brockway trucks. George S. Piroumoff, pres., gen. mgr.; Frank C. Odell, secy.-treas.; Walter F. Blanden, asst. gen. sales mgr.; Gerald D. Shira, adv. mgr.; Harold O. Keller, serv. mgr.; Rodman S. Reed, cf. engr.; Lester L. Cross, asst.; Claude M. Bigelow, pur. agt.; Charles C. Severance, prod. mgr.

BROQUINDA CORP., THE, 19th st. & 2nd ave., St. Petersburg, Fla. Dairy trucks, insulated and non-insulated bodies, utility bodies. Wm. A. F. Stephenson, pres., gen. mgr.; James Bratcher, vice-pres.; Zelda Smith, secy.

BROWN EQUIPMENT & MFG. CO., 1740 Broadway, New York 19, N. Y. Gasoline and diesel highway tractors, aluminum trailers, truck bodies, batteries (truck, bus, diesel and passenger car), "Marko-Lite" (marker lights). W. E. Simpson, pres.; D. V. Gearwar, exec. vice-pres.; W. J. Spain jr., secy.-treas.; J. Kilgour, adv. mgr.; Carmin A. Tenuta, serv. mgr.; H. W. Haldeman, parts and acct. mgr.; B. S. Horton, cf. engr. and vice-pres.

BROWN-LIPE-CHAPIN DIV., General Motors Corp., 700 Marcellus st., Syracuse. N. Y. Hub caps, bumper guards, die cast trim. Norman M. Ross, gen. mgr.; George A. Cale, mfg. mgr.; Harry C. Nelson, sales mgr.; Calle VanMeter, pur. agt.

BROWN RUBBER CO., INC., Union st. & Concord rd., Lafayette, Ind. Molded sponge rubber products. E. A. Callanan, pres.; George Leach, exec. vice-pres.; J. H. Buskirk, vice-pres.; George McCollough, vice-pres. and wks. mgr.; C. W. Hickman, treas.; R. D. Branigin, secy.; Fred Tuxworth, cf. engr.; H. L. Wettschurack, dir. of purchases; G. Meyers, traf. mgr.; Howard Kissell, dir. of personnel. **Det. Rep.**—A. E. Hess, 1019 Fisher bldg., Detroit, Mich.

BROWN TRAILERS, INC., Toledo, O. Aluminum trailers and bodies: van semi-trailers, open top semi-trailers, grain semi-trailers, doubles semi-trailers, step floor semi-trailers, van full trailers, cargo van semi-trailers, van truck bodies, cargo van bodies. T. C. Brown, chmn. of bd.; A. A. Kearney, pres.; W. R. Brown, vice-pres.; R. P. Whelan, vice-pres. and Reading plant mgr.; K. W. Tantlinger, vice-pres.; L. A. Clark, vice-pres. and wks. mgr., Spokane plant; G. R. Mortenson, vice-pres.; T. A. Roberts, vice-pres. eastern regional sales mgr.; John Leveille, treas.; H. M. Hamblen, secy.; G. L. Coleman, serv. coordinator; R. G. Flagan, cf. engr.; W. Z. Davis, Toledo wks. mgr.; F. M. Cross, western regional sales mgr. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc.

BRUNNER MANUFACTURING CO., 1821 Broad, Utica 1, N. Y. Air compressors, L. P. gas units, air conditioners, hermetic units, refrigeration equipment, water chillers. A. G. Zumbrun, pres. and gen. mgr.; A. W. Detwiler, vice-pres.; C. C. Barnhill, secy.-treas.; P. A. Lovegren, wks. mgr.; F. C. Hawk, sales mgr.; C. M. Hatcher, adv. mgr. and sales prom. mgr.; F. S. Hoefer, serv. mgr.; M. W. Stoms, cf. engr.; E. H. Schiller, pur. agt.; Andrew Breckel, traf. mgr.; O. R. McDonald, pub. rel. mgr. **Det. Rep.**—A. L. Haldeman, Overlook rd., Chagrin Fall, O. **Adv. Agcy.**—Moser & Cotins, Utica, N. Y. Lyle Reigler, acct. exec.

BRUNNER'S INC., 358 E. Center st., Manchester 1, Conn. The Brunner turntable. Chester E. Brunner, pres., sales prom. mgr.; Ernest D. Smith, vice-pres.; Rosella Giraitis, secy.; Sherwood Benson, treas.; John Karcy, gen. mgr. and cf. engr.; Peter Tozzi, wks. mgr., pur. agt.; Chester E. Brunner, adv. mgr.; James Benson, serv. mgr.

BRYANT CHUCKING GRINDER CO., 257 Clinton, Springfield, Vt. Internal grinding machinery. W. J. Bryant, pres.; J. H. Beardsley, vice-pres., gen. mgr.; Alan E. Stubbs, sales mgr.; H. A. Bush, treas.; M. H. Arms, cf. engr.; E. R. Olney, pur. agt. **Adv. Agcy.**—H. A. Loudon, Adv., Boston, Mass.

BUCKEYE RUBBER PRODUCTS, INC., 637 N. Jackson st., Lima, O. Belts, radiator hose, floor mats, mud guards, sponge rubber stripping, molded sponge rubber gaskets, neoprene rubber seals both strip and sheet, rubber sleeves, rubber packing, rubber and cork compounds, and all automotive and industrial rubber specialties. Ben Rakowsky, pres., gen. mgr.; Rudy Rakowsky, vice-pres., secy., sales mgr.; A. J. Verstein, treas., pur. agt.; A. Roth, wks. mgr.; Charles Claypoole, cf. engr. **Det. Rep.**—Jerry Gitre, 726 Fisher bldg.

BUDA CO., 154th and Commercial aves., Harvey, Ill. Diesel and gasoline engines, generator sets, lifting jacks, diesel nozzle tester, railroad equipment, earth drills, material handling equipment. R. K. Mangan, pres.; L. C. Daniels, vice-pres.; K. E. Fitzpatrick, secy.-treas.; Ray M. Scott jr., sales mgr. (material handling); R. W. Williamson, sales mgr. (railroad and ind.); L. F. Shoemaker, vice-pres., sales mgr. (engines); R. H. Heberling, wks. mgr.; H. H. Cohenour, adv. and sales prom. mgr.; A. F. Ochtman, cf. engr.; H. W. Blank, parts mgr.; R. C. Wieterson, pur. agt.; W. A. McBratney, asst.; M. J. Rice, traf. mgr. **Det. Rep.**—Operates out of Harvey, Ill. **Adv. Agcy.**—Ross Liewellyn, Inc., Chicago, Ill. Ed Papp, acct. exec.

BUDD BARR INDUSTRIES, 1552 Holbrook, Detroit 11, Mich. Grille guards, gravel shields, gas door guards, Buick lamp grilles, curbmaster alarms. M. S. Barr, pur. agt. **Adv. Agcy.**—Marvin Hahn, Detroit, Mich.

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BUELL MFG. CO., 919 W. 49th Place, Chicago 9, Ill. Air horns, compressors. R. D. Buell, pres.; Roy D. Buell jr., vice-pres. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. J. M. Wentsel, acct. exec.

BUFFALO DIV., Houdaille-Hershey Corp., 537 E. Delavan ave., Buffalo 11, New York. Rotary shock absorbers, direct-acting shock absorbers, shimmy dampers, torsional vibration dampers, transmission pumps, lubricating pumps, 4-way power seat actuator. Charles Getler, pres.; A. C. Ryan, gen. mgr. **Det. Rep.**—H. H. Jones, 1500 Fisher bldg., Detroit 2, Mich.

BUICK MOTOR DIV., Flint 2, Mich. Motor cars. I. L. Wiles, gen. mgr.; E. T. Ragsdale, gen. mfg. mgr.; A. H. Belfie, gen. sales mgr.; E. C. Loppnow, adm. asst. to gen. sales mgr.; J. B. Nash, F. V. Bridge, asst. sales mgrs.; J. H. Scudder, adv. mgr.; E. J. Krause, serv. mgr.; Paul E. McCracken, parts and acct. mgr.; V. P. Mathews, cf. engr.; W. J. Brewer, pur. agt.; C. Clark Smith, traf. mgr. **Det. Rep.**—J. L. Bradshaw. **Adv. Agcy.**—Kudner Agency, Inc., New York City, N. Y. Martin Rice, acct. exec.

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BUMP-AIR, INC., 248 Robinson ave., Barberton, O. Bump-air guard, bump-air nub, pushin'-cushion for tow trucks and wreckers, pads, hitch-hoods and complete manufacturing and engineering service on molded poly-vinylchloride products. Francis E. Miller, pres.; Jeff Corydon II, vice-pres.; C. O. Daum, treas. and secy.; Lloyd Whittington, prod. and engrg.; E. Ellis, sales. **Adv. Agcy.**—Buehl and Assoc., Akron, O.

BUNDY TUBING CO., 8109 E. Jefferson ave., Detroit 14, Mich. Bundyweld steel tubing, monel tubing, nickel tubing. W. W. Anderson, pres.; G. D. Baker, vice-pres. sales; W. W. Anderson jr., vice-pres., gen. mgr.; J. L. Shanahan, wks. mgr.; P. A. O'Connell, sales mgr.; David Knox, cf. engr.; T. H. Schneider, pur. agt. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. L. Grant Hamilton, acct. exec.

BUNTING BRASS & BRONZE CO., 715 Spencer st., Toledo 9, O. Cast, bronze bearings, both standard and special; electric motor bearings; bronze bars of bearing bronze. G. H. Adams, pres.; W. F. Volk, secy.-treas.; R. R. Hirsch, vice-pres. of sales; M. A. Hamman, B. Van Steenburgh, sales mgrs.; A. L. Cremean, vice-pres. manufacture; D. C. Spaulding, prod. engr.; O. Heath, cf. engr.; J. Frautschi, pur. agt.; W. H. Roberts, asst.; F. Stewart, traf. mgr. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O.

BURD PISTON RING CO., Div. of the Gabriel Co., 2401 Tenth st., Rockford, Ill. Piston rings, piston expanders, valve packing, valve guides, car and bus heaters, defrosting fans, switches, heater hose, thermostats, parts, heater service. F. M. White, chmn. of the bd.; M. E. Wahlstrom, gen. mgr.; E. F. Eiseman, sales mgr. (repl. div.); W. Gustafson, pur. agt.; D. Fisher, traf. mgr. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis.

BURG, A. S., CO., 116 South st., Boston 11, Mass. Materials for auto seat covers. A. S. Burg, pres., adv. mgr.; Barney Kane, vice-pres., sales mgr., pur. agt.; Elliot Adelman, secy.; G. Burg, treas.; Albert Ross, asst. treas.; **Det. Rep.**—Frank J. Murphy jr. **Adv. Agcy.**—Bresnick & Solomon, Boston, Mass.

BURGESS BATTERY CO., Freeport, Ill. Dry batteries, flashlights, pocketlights, lanterns. D. W. Hirtle, pres.; F. J. Kirkman, vice-pres.; D. J. Teare, secy.-treas.; W. T. Evans, asst. secy.; F. J. Kirkman, gen. mgr.; H. S. Cramer, gen. supt.; L. H. Harriss, sales mgr.; C. E. Balz, asst. sales mgr.; J. J. Coleman, cf. engr.; R. E. Beldt, pur. agt.; A. C. Harris, traf. mgr. **Det. Rep.**—A. C. Olsson, 22111 Cleveland st., Dearborn.

(Continued on Page 177)

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Who's Who in Auto Industry

(Continued from Page 176)

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BURGESS-NORTON MFG. CO., Geneva, Ill. Piston pins, stampings, hardened and ground parts, screw machine products. C. M. Burgess, pres., treas.; F. E. Burgess, exec. vice-pres. and asst. treas.; A. C. Johnson, secy. and asst. treas.; R. A. Anderson, vice-pres., prod.; C. B. Johnson, vice-pres. sales; W. T. Crane, adv. mgr.; M. H. Townsend, cf. metallurgist; G. M. Walker, cf. engr.; G. D. Holliday, pur. agt.

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BURLINGTON MILLS CORP. (N. Y.), 350 Fifth ave., New York 1. Textile fabrics. Robert L. Huffines jr., pres.; Kenneth Collins, vice-pres.; Ervin Schutz, treas.; Chester Bassett, ind. fabrics div. mgr.; G. Lake, ind. fabrics sales mgr.; Stanley Kramer, adv. mgr.; William Moore, asst.; Paul Menneg, pub. rel. mgr. **Det. Rep.**—National Automotive Fibers, Inc., 19925 Hoover rd. **Adv. Agcy.**—Donohue & Coe, Inc., New York.

BURLINGTON MILLS, INC., 748 Chestnut st., Burlington, Wis. Decorated and printed insulating automotive felts, floor carpeting, luggage compartment lining, head lining, glove compartment lining, dash seal, kick plates, risers, shelf lining and seat facings. Wm. A. McMillan, chmn. of the bd.; R. A. Kinzer, pres.; A. J. Rueter, secy.-treas.; D. E. McKey, gen. mgr.; Howard Fabian, wks. mgr.; C. C. Joys, sales mgr. (automotive) and adv. mgr.; J. F. Zemaitis, research dir.; W. G. Mett, pur. agt.; Hugh H. Loud, Detroit dist. mgr. Stephenson bldg., Detroit 2. **Adv. Agcy.**—Keck Advertising Agency, Oconomowoc, Wis. Pete Keck, acct. exec.

BURNDY ENGINEERING CO., INC., Norwalk, Conn. Electrical and solderless connectors, automotive and tank harness connectors, installation tools. Bern Dibner, pres.; Marvin Lee, exec. vice-pres.; Sidney Wolberg, secy.; Eric E. DeMarsh, vice-pres., chge. sales; Lewis E. Gage, adv. mgr., sales prom. mgr.; David H. Harris, asst.; Julian Rogoff, cf. engr.; Sidney Wolberg, dir. of pur. **Det. Rep.**—Knaus-Glaser & Co., 3117 W. McNichols rd. **Adv. Agcy.**—Ben Sackheim, Inc., New York. George Pampel, acct. exec.

BURROUGHS ADDING MACHINE CO., 6071 Second ave., Detroit 32, Mich. Adding machines, bookkeeping machines, accounting machines, calculating machines, billing machines, cash registering machines, microfilm equipment (distributors of Bell & Howell Microfilm, exclusive); ribbons, carbon paper, roll paper and other supplies for all types of business machines. John S. Coleman, pres.; R. R. Eppert, exec. vice-pres.; K. C. Tiffany, vice-pres., finance; R. G. Bower, vice-pres., engrg.; C. E. Schneider, vice-pres., indus. rel.; W. J. Delahanty, vice-pres., mfg.; Clarence Dunlop, vice-pres.; Sheldon Hall, secy.; H. A. Lombard, treas.; Willis E. Morgan, gen. sales mgr.; Noel L. Mudd, asst. gen. sales mgr.; W. C. Sproull, adv. mgr.; A. R. MacIsaac, asst.; E. G. Welch, sales prom. mgr.; C. A. Baker, serv. mgr.; R. S. Stark, pur. agt.; W. A. Durbin, pub. rel. mgr. **Det. Rep.**—E. J. Shaver, mgr. Detroit branch, 7351 Woodward ave., Detroit 2. **Adv. Agcy.**—J. Walter Thompson Co. (export), Campbell-Ewald Co. (domestic), Detroit, Mich. G. Richardson jr. (J. Walter Thompson Co.), Paul Stewart (Campbell-Ewald), acct. execs.

BURTON-ROGERS CO., Sales Div., Hoyt Electric Instrument Works, 292 Main st., Cambridge 42, Mass. Meters. C. W. Burton, pres., treas.; V. S. Church, vice-pres., secy. **Det. Rep.**—Edwin C. Imonen & Associates, 20203 Hubbard rd., Farmington, Mich. **Adv. Agcy.**—Humbert & Jones, New York.

BUSSMANN MFG. CO., University at Jefferson, St. Louis 7, Mo. Fuses for all types of electrical circuits. A. B. Bussmann, pres.; H. T. Bussmann, vice-pres.; J. C. Ingram, sales mgr.; J. A. Bussmann, secy.-treas.; H. von P. Thomas, adv. mgr.; Wm. C. Joyce, serv. mgr.; Lee J. Bussman, pur. agt. **Adv. Agcy.**—Oakleigh R. French, St. Louis 8, Mo.

BUTLER ENGINEERING CO., INC., 2612 Rousseau st., New Orleans 13, La. Water correction. Edgar M. Butler, pres.; R. A. Crowley, vice-pres., gen. mgr.

BUTLER MFG. CO., 7400 E. 13th, Kansas City 26. Truck tanks, truck transports, oil equipment, steel buildings, farm equipment, dry cleaning equipment. Oscar D. Nelson, pres.; Glen C. Speakman, vice-pres. sales; Fred A. Rufi, secy.; Darius Melcher, treas.; John A. Morgan, gen. mgr.; Chris Stritzinger, adv. mgr., sales prom. mgr., pub. rel. mgr.; Luther Melcher, pur. agt. **Adv. Agcy.**—Aubrey, Finlay, Marley & Hodgson. Kenneth Hill, acct. exec.

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C

CBS, INC., CBS RADIO div. of, 485 Madison ave., New York, N. Y. Adrian Murphy, pres.; John Karol, vice-pres. chge. of sales; Eldon Hazard, sales mgr.; Dudley Faust, eastern sales mgr.; Erwin H. Shomo, western sales mgr. **Det. Mgr.**—Joseph Spadea, Fisher bldg. **Adv. Agcy.** — McCann Erickson, New York, N. Y.

CBS, INC., Television Div., 485 Madison ave., New York 22, N. Y. J. L. Van Volkenburg, pres.; William H. Hylan, vice-pres. chge. of sales; Thomas H. Dawson, sales mgr.; Charles R. Sterritt, Detroit sales mgr.; George J. Arkedis, western sales mgr.; Kingsley F. Horton, Pacific sales mgr.; William Golden, creative dir. adv. and sales prom.; John P. Cowden, oper. dir., adv. and sales prom.; David J. Jacobson, dir. pub. rel. **Adv. Agcy.** — McCann-Erickson, New York, N. Y.

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CADILLAC MOTOR CAR DIV., 2860 Clark ave., Detroit 32, Mich. Motor vehicles. D. E. Ahrens, gen. mgr.; J. M. Roche, gen. sales mgr.; C. F. Arnold, cf. engr.; H. A. Barber, wks. mgr.; C. H. Smith, compt.; R. A. Vogel, mgr. pur.; W. S. Chisholm, dir. per. and pub. rel.; R. H. Fernwood, dist. mgr.; M. E. Fields, merch. mgr.; G. W. Otto, gen. parts and serv. mgr.; C. W. Criss, bus. mgt.; George D. Sills, organization mgr.; R. L. Newton and E. F. Upson, asst. gen. sales mgrs.; O. M. Kujala, traf. mgr. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

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CALLANAN MANUFACTURING CO., INC., Centre, Danvers, Mass. Battery hold-downs, trays, bolts. Ralph Denenberg, pres.; Joseph Kalikow, secy.; Frederick Pais, treas.

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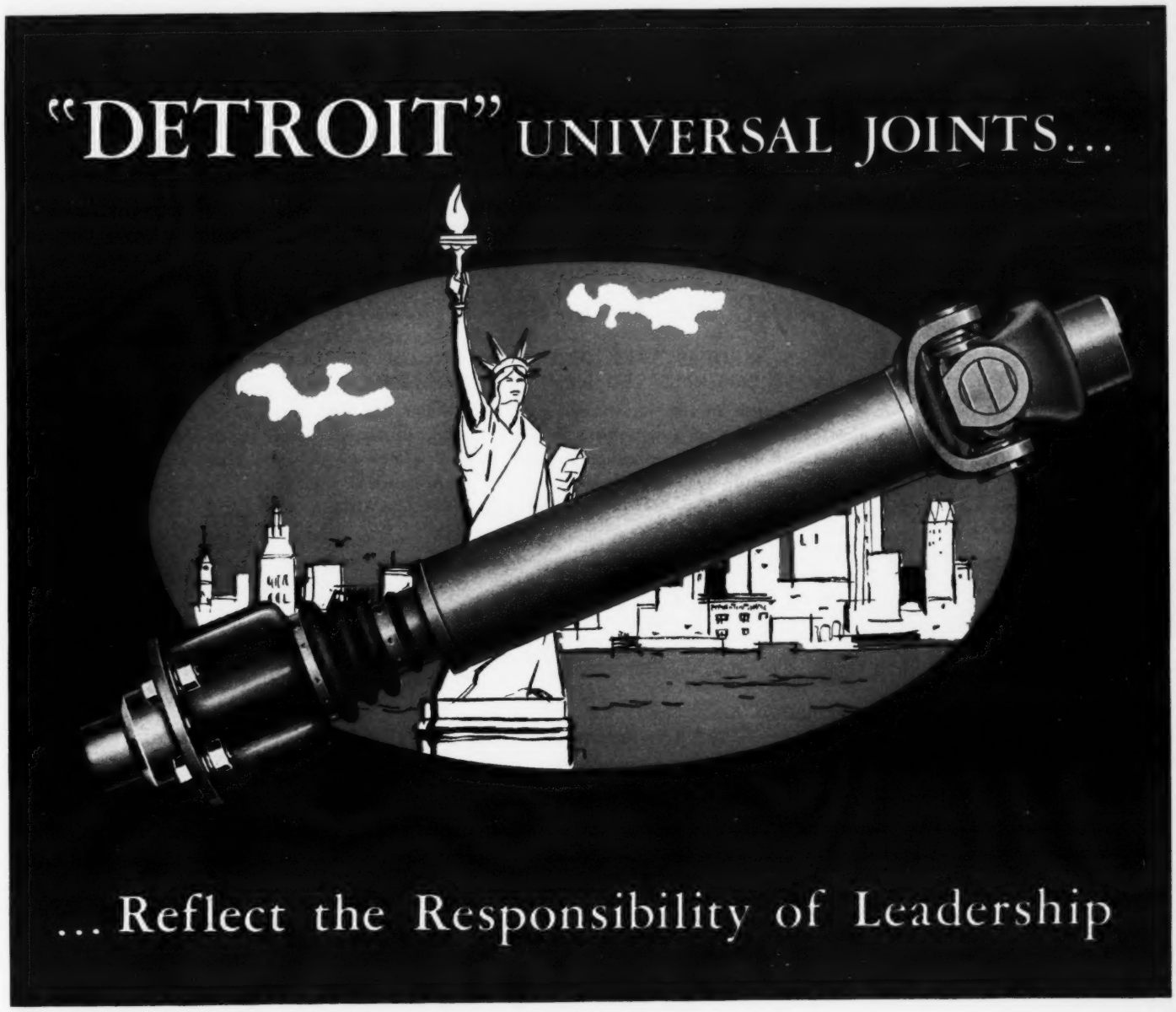
CAM TOOL CO., INC., 11 Randwick ave., Oakland 11, Calif. Bead breakers (tractor

(Continued on Page 178)



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Who's Who in Auto Industry

(Continued from Page 177)

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CARLTON LAMP DIV., Hudson Lamp Co., 528 Elm st., Arlington, N. J. Automotive, radio panel, flashlight and Christmas tree lamp bulbs.

CAR-MON PRODUCTS CO., 4554 North Broadway, Chicago 40, Ill. Manufacturers of Carbon monoxide, exhaust removal equipment. R. L. Sullivan and C. A. Imming, partners; R. L. Sullivan, gen. mgr. **Det. Rep.**—D. H. Brown, 829 Fox Theater bldg., Detroit 1, Mich. **Adv. Agcy.** — Burlingame-Crossman, Chicago, Ill.

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CARTER CARBURETOR CORP., 2840 N. Spring ave., St. Louis 7, Mo. Carburetors—automatic and manual choke; filters—gasoline, ceramic and screen; fuel pumps — mechanical and electrical; switchers—oil pressure. H. H. C. Weed, pres.; M. F. Peterson, exec. vice-pres. and gen. mgr.; J. T. Ellerman, vice-pres.; C. A. Fee, secy.; J. F. Clark, treas.; W. M. Ewart, factory mgr.; V. J. Lowenstein, sales mgr. Canadian Tractor & Small Carb. Div; D. A. Bragdon, adv. mgr.; J. L. McDonough, mgr. after mkt. sales and serv.; J. T. W. Moseley, cf. engr.; D. G. Teasdale, pur. agt.; F. W. Michel, resident compt. mgr. **Det. Office**—A. B. Marshall, 5-117 General Motors bldg. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo.

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CATARACT CHEMICAL CO., INC., 9[illegible] Rapin Pl., Buffalo 11, New York. Hydraulic brake fluid, special adhesives. [illegible] K. Well, pres. and gen. mgr.; I. [illegible]

(Continued on Page 180)

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CELLO PRODUCTS CO., 161 Prescott st., East Boston 28, Mass. Grille guards, rear hinge guards, truck guards, license plate frames, fender guards, wingrails, exhaust extensions, wire wheel discs. N. C. Raymond, pres.; W. S. Axford, exec. vice-pres.; E. C. Felton, treas.; W. E. Porter, vice-pres. chge. of sales; F. A. Schwer, Cello sales mgr.; R. H. Hanson, asst. sales mgr.; A. Cicarelli, cf. engr.; T. S. Brown, pur. agt.; L. Wells, traf. mgr. **Det. Rep.**—C. R. Campbell, vice-pres. chge. mfg. sales, 406 Fisher bldg., Detroit. **Adv. Agcy.**—Goulston Co., Boston, Mass.

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CHAMPION SPARK PLUG CO., Upton ave., Toledo 1, O. Spark plugs, spark plug cleaners. R. A. Stranahan, pres.; R. A. Stranahan jr., J. F. Lewis, M. C. Dewitt, F. Riddle, Duane Stranahan, vice-presidents; F. D. Stranahan, vice-pres. and treas.; H. B. Speyer, vice-pres. and asst. treas.; T. A. Hill, secy.; B. H. Sibley, wks. mgr.; C. L. Corwin, sales mgr.; O. C. Leighty, sales mgr.; J. F. Lewis, adv. mgr.; F. E. Southard, asst.; H. A. Houston, serv. and traf. mgr.; Howard Vogel, cf. engr.; J. F. Lewis, pur. agt. **Det. Rep.**—R. V. Bennett. **Adv. Agcy.**—MacManus, John & Adams, Inc. Detroit, Mich. John R. MacManus, acct. exec.

CHAPMAN MFG. CO., 27530 Telegraph Rd., Flat Rock, Mich. Parts and accessories, front fender stone guards, rear window panels, car door locks, rocker panels and rear quarter panels. George P. Chapman, owner.

CHAR PRODUCTS CO., 1615 Merchants Bank bldg., 11 S. Meridian st., Indianapolis 4, Ind. Annealing carbons, lead pot carbon. C. B. Edwards, pres.; R. J. Wechsler, secy.; J. H. Barnett jr., gen. sales mgr.; R. J. Bryan, wks. mgr.; H. R. Horner, chief engr.; S. C. Boyle, pur. agt.; G. E. Nearpass, traffic mgr. **Det. Rep.**—F. W. Faery Co., Maccabees bldg.

CHARDON RUBBER CO., Washington st. and Sixth ave., Chardon, O. Molded and extruded items, lathe and automatic cut washers, calendered products. V. M. Brediger, pres. and chmn. of bd.; C. L. Shreiner, vice-pres.; H. W. Shambaugh, secy.-treas.; H. Oplinger, asst. to pres. and gen. mgr.; B. A. Bican, wks. mgr.; D. S. Watkins, sales mgr.; G. Williams, chief engr.; R. E. Bahr, pur. agt.; J. R. Dukes, traffic mgr.; H. L. Reiter, cost dept. supervisor. **Det. Rep.**—J. J. Hahn, 2970 West Grand blvd., Detroit.

CHARM PRODUCTS MFG. CORP., 225 Lafayette st., New York 12, N. Y. Auto keys, auto wallets, license holder, key cases, map holder and all types of leather goods. Edward G. Cole, pres. and treas.; H. R. Clark, vice-pres. and sales mgr.

CHASE BRASS & COPPER CO., 236 Grand st., Waterbury 20, Conn. Automotive fittings (brass, compression and flared) automotive tube (copper). R. C. Diehl pres.; B. A. Dean, vice-pres. chge. of sales; W. L. Smith, vice-pres., opr. Rodney Chase, vice-pres. chge. of pub and ind. rel.; R. R. Quay, secy.; J. H Gilbert, treas.; W. E. Evans, mgr. of mill and warehouse sales; E. J. Malvey adv. mgr.; C. D. Patterson, gen. pur. agt.; F. H. Vickery, traffic mgr. **Det. Rep.**—Branch office and warehouse at 14480 Woodrow Wilson ave., Detroit.

CHATHAM MFG. CO., Elkins, N. C. Upholstery fabrics. Albert L. Butler, pres.; Hugh G. Chatham, vice-pres.; Ralph Getsinger, sales mgr. (auto fabrics); G. Martin Coffyn, adv. and sales prom. mgr.; S. Stauber Flynt, pur. agt. **Det. Rep.** — Getsinger - Fox Co., New York; office 57 Worth st.

CHATILLON & SONS, JOHN, 85 Cliff, New York 38. Precision springs, scales, force measuring instruments. Norton W. Mailman, pres. and treas.; G. C. Reiley, vice-pres. and sales mgr.; T. Madsen, vice-pres., J.F.C.; M. G. Fangemann, gen. mgr. spring div.; A. Cravaritis, gen. mgr. Garfield plant; J. G. Greene, gen. mgr. Fulton plant.

CHEK-CHART CORP., 31 E. Congress pkwy., Chicago 5, Ill. Service station lubrication guides and wall charts; tire, battery and accessory manual; dealer training books. Raymond Shaw, pres.; George Williams, vice-pres.; Marie White, secy.; Russell H. Colvin, bus. mgr.; Robert Mahaffay, dir. eng.

CHELSEA SPRING DIV., Standard Steel Spring Co., Chelsea, Mich. Mechanical springs, formed wire parts, spring clips. L. A. Davisson, gen. mgr.; E. L. Reas, sales mgr.; Audrey Harris, pur. agt.

CHEM-THERM MFG. CO., 624 E. Evergreen st., Monrovia, Calif. Steam cleaners, steam cleaning compound, wash rack equipment, spray guns, car wash, air hoists. Max C. Thomson, pres. and sales mgr.; Arnold M. Kearns, vice-pres; Paul Stanley, adv. and gen. mgr.; Andrew B. Campbell, wks. mgr.; Deaderick E. Lee, serv. mgr.; Kathryn L. Conard, traffic mgr. **Det. Rep.**—W. E. Phillips Equipment, 7279 Artesian ave. **Adv. Agcy.**—Frank Barrett Cole Agency, Pasadena, Calif.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors bldg., Detroit 2. Chevrolet passenger cars and trucks. T. H. Keating, gen. mgr.; E. W. Ivey, adm. asst. to gen. mgr.; W. J. Scott, asst. to gen. mgr., mfg.; W. E. Fish, gen. sales mgr.; E. H. Kelley, gen. mfg. mgr.; W. G. Power, adv. mgr.; E. N. Cole, chief engr.; E. J. Gormseh, dir. of pur.; E. J. Furbacher, pur. agt.; C. J. French, nat. dir. of pub. rel.

CHICAGO CORK WORKS CO., 5289 N. Avondale ave., Chicago 30, Ill. Composition and natural cork specialties; carburetor floats; composition cork gaskets, strips and sheets. H. L. Glover, pres.; O. C. Glover, vice-pres.; H. L. Laster, secy., asst. sales mgr.; Mrs. C. Glover, treas. **Det. Rep.**—H. M. Schmidt, Chicago.

CHICAGO PNEUMATIC TOOL CO., 6 E. 44th st., New York 17, N. Y. Fender iron, pneu-draulic pump, auto impact wrench, air compressors, truck jacks. G. J. Coffey, pres.; T. P. Harris, vice-pres.; J. F. Huvane, vice-pres.; R. T. Beers, sales mgr., pneumatic tools; W. W. Tobin, sales mgr., automotive serv. tools div.; Frank F. Ward, pur. agt. **Det. Rep.**—F. W. Harris, CPT Co., 570 E. Larned st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. Walter Mulhall, acct. exec.

CHICAGO RIVET & MACHINE CO., 9600 W. Jackson blvd., Bellwood, Ill. Rivets, rivet setters, brake relining machines. John A. Morrissey, pres., gen. mgr.; Herman J. Tonn, vice-pres., chief engr.; E. J. Morrissey, secy., sales mgr.; E. P. O'Malley jr., treas.; A. Joncha, wks. mgr.; J. A. Rehm, asst. sales mgr.; Ray C. Hudson, adv. and pub. rel. mgr.; W. Shineflug, serv. mgr.; W. J. Bautz, pur. agt.; J. Campbell, asst.; E. Kapowsky, traffic mgr. **Det. Rep.**—M. F. McManus, 5432 Cass ave. **Adv. Agcy.**—Ray Hudson & Assoc., Chicago, Ill.

CHICAGO SHOW PRINTING CO., 2635 N. Kildare ave., Chicago 39, Ill. Point of sale advertising displays, self-stik labels and advertising specialties, cloth and kanvet fiber banners and pennants, lithographed displays for indoor and outdoor use. Russell J. Leander, pres.; Elmer J. Leander, vice-pres.; Robert J. Leander, secy. and treas.; Marvin T. Green, dir. of sales; Jesse E. Lehman jr., dir. of adv.; John A. Schwab, pur. dir.; William F. Campbell, traffic mgr. **Adv. Agcy.**—George H. Hartman Co., Chicago. Rowland Laughlin, acct. exec.

CHICOPEE MILLS, INC., Lumite Div., 47 Worth st., New York 13, N. Y. Lumite woven saran fabrics, screening, industrial fabrics. G. O. Lienhard, pres.; J. F. Nicholl, vice-pres.; J. Gibson, secy.; G. C. Riegger, treas.; J. F. Nicholl, gen. mgr.; H. H. Purvis, vice-pres. in chge. mfg.; G. H. Day II, gen. sales mgr.; G. V. Atkinson (fabric), W. Volk (screen), sales mgrs.; James W. Veeder, adv. mgr.; Jack Jolly, traffic mgr. **Det. Rep.** — Harold Brown, 2983 E. Grand blvd. **Adv. Agcy.**—Lennen & Newell, Inc., New York, N. Y. John Monsarrat, acct. exec.

CHISHOLM SYSTEMS, P. O. Box 1352, Palo Alto, Calif. Prospect and owner followup system for auto dealers, used car appraisal forms. Collin Chisholm, owner.

CHOLDUN MFG. CORP., 331 East st., New Haven, Conn., sales office and factory. Car washer, pressure purger, oil merchandiser, fuel system analyzer, purgite, stop rust, car washes, WSW cleaners, chrome protectors and rust removers, cooling system cleaners, conditioners and sealers. H. H. Charles, pres.; D. Oles, vice-pres., chge. of pur.; H.

(Continued on Page 181)

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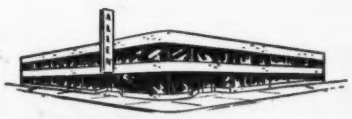

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ALLEN ELECTRIC AND EQUIPMENT CO. • KALAMAZOO, MICHIGAN

Who's Who in Auto Industry

(Continued from Page 180)

Dunn, secy.; W. W. Rocklen, gen. mgr.; W. Rocklen, asst. sales mgr.; Seymour Millerman, adv. mgr. **Adv. Agcy.**—Coral Advertising Agency.

CHRYSLER AUSTRALIA, LTD., Adelaide, South Australia. Assembly plant for Chrysler, DeSoto, Dodge and Plymouth passenger cars, Dodge, DeSoto and Fargo trucks. W. D. Ferguson, managing dir.; S. H. Richardson, treas.

CHRYSLER CORP., 341 Massachusetts ave., Detroit 31, Mich. Plymouth, Dodge, DeSoto and Chrysler passenger cars, Dodge job-rated trucks, Chrysler marine and industrial engines, Oilite powdered metal products, MoPar parts and accessories, Airtemp heating, cooling and refrigeration equipment, Cycleweld products and a wide variety of military equipment, including medium and heavy tanks, tank engines, military trucks, major airplane assemblies, airplane propellers, range finders, air raid sirens, guided missile research and development, and special military engineering work. K. T. Keller, chmn. of bd.; L. L. Colbert, pres.; B. E. Hutchinson, vice-pres. and chmn. of finance com.; H. L. Weckler, vice-pres. and gen. mgr.; A. vanderZee, vice-pres.; Nicholas Kelley sr., vice-pres.; G. W. Troost, vice-pres. and compt.; James C. Zeder, vice-pres. and dir. of eng. and research; C. B. Thomas, vice-pres.; C. J. Snyder, vice-pres. and oper. mgr.; Robert W. Conder, vice-pres. and dir. of ind. rel.; James Cope, vice-pres.; H. A. Davies, treas.; Nicholas Kelley jr., secy.; I. T. O'Brien, asst. to gen. mgr. in chge. of subsidiary operations; W. J. Simons, asst. treas.; Craig Keith, asst. treas.; F. W. Misch, asst. compt.; H. F. Diegel, asst. compt.; A. S. Hudson, asst. compt.; K. M. Eyestone, asst. secy. Directors: K. T. Keller, chmn.; James C. Brady; Carl Breer; Waddill Catchings; Walter P. Chrysler jr.; L. L. Colbert; George W. Davison, Byron C. Foy; B. E. Hutchinson; W. Alton Jones; Nicholas Kelley sr.; Neil H. McElroy; Raymond T. Perring; Owen R. Skelton; Juan T. Trippe; G. W. Troost; L. A. Van Bomel; A. vanderZee; H. L. Weckler; James C. Zeder. Finance Committee: B. E. Hutchinson, chmn.; Waddill Catchings, L. L. Colbert, George W. Davidson, W. Alton Jones, K. T. Keller, Juan T. Trippe, L. A. Van Bomel. Operations Committee: L. L. Colbert, James Cope, H. A. Davies, B. E. Hutchinson, C. L. Jacobson, K. T. Keller, Nicholas Kelley sr., Nicholas Kelley jr., F. J. Lamborn, J. P. Mansfield, W. C. Newberg, I. T. O'Brien, Joseph Pfeiffer, L. J. Purdy, T. J. Ross, C. J. Snyder, C. B. Thomas, G. W. Troost, A vanderZee, D. A. Wallace, H. L. Weckler, L. I. Woolson, J. C. Zeder. Inez B. Hooper, operations committee secy. Paul Smith, chief local attorney; J. D. Leary, dir. of Labor rel.; C. J. Demrick, staff master mechanic; W. C. Flaherty, chief statistician; H. J. Dunn, gen prod. mgr.; Joseph Pfeiffer, dir. of pur.; W. D. Merrifield, dir. of ind. education; N. J. Brennan, dir. of traffic; V. E. Blue, dir. of per.; J. J. Prendergast, M. D., medical dir.; Ben Gunner, commissioner of plant protection; P. B. Hopkins, gen. serv. mgr.; H. J. Cook, dir., Chrysler conference of bus. mgt.; L. R. Baker, dir. Chrysler Institute of Engrg.; J. B. Meagher, editor, Chrysler Motors magazine. Kelley, Drye, Newhall and Maginnes, of New York, gen. counsel; Touche, Niven, Bailey & Smart, auditors; Ivy Lee and T. J. Ross, New York and Detroit, pub. rel. counsel. **Adv. Agcys.**—N. W. Ayer & Sons, Philadelphia and Detroit; McCann-Erickson, Inc., New York City and Detroit.

CHRYSLER CORP. OF CANADA, LTD., Chrysler Center, Postal Address: Box 60, Windsor, Ont., Canada. Plymouth, Dodge DeSoto and Chrysler passenger cars, Dodge and Fargo trucks and trucks for military use. E. C. Row, pres. and gen. mgr.; K. Crittenden, vice-pres. and opr. mgr.; A. J. Shaw, vice-pres. in chge. of sales; E. W. Knevals, secy. and treas.; J. C. McGuire, gen. sales mgr. (Chrysler-Plymouth); H. J. Rosebrugh, gen. sales mgr. (Dodge - DeSoto); J. H. Hickey, gen. parts and serv. mgr.; C. T. Smith, dir. of truck sales; H. J. G. Jackson, adv. mgr.; R. J. Jones, dir. of pur.; W. E. McGraw, chief engr.; E. W. Johnson, gen. plant supt., Windsor Plant No. 1 (trucks); L. L. Roberts, gen. plant supt., Windsor Plant No. 2 (engine); K. M. Cameron, gen. plant supt. Windsor Plant No. 3 (passenger cars); A. C. Richards, parts plant mgr., Chatham parts plant; W. H. Faint, parts plant mgr.; Regina parts plant. **Adv. Agcy.**—Walsh Advertising Co., Ltd., K. G. Anderson, vice-pres. and gen. mgr.

CHRYSLER DELAWARE TANK PLANT, Chrysler Corp., South College ave., Newark, Del. Medium and heavy tanks for U. S. Army Ordnance. Robert T. Keller, gen. mgr., tank mfg. oprs.; J. F. Kerigan, wks. mgr.; W. A. Martin, gen. prod. supt.; G. O. Olsen, chief inspector; D. Brown, chief engr.; C. F. Vandekerck, master mechanic; G. H. Stover, planning supt.; M. B. Porter, asst. to gen. mgr.; H. D. Lowrey, plant engr.; I. J. Minett, gen. plant supt., Chrysler Delaware Tank Depot.

CHRYSLER DETROIT TANK PLANT, Chrysler Corp., 28251 Van Dyke rd., Warren Township, Mich. M-47 tanks and special military engineering work for Army Ordnance. R. T. Keller, gen. mgr. tank mfg. operations; T. F. Morrow, wks. mgr.; H. F. York, factory mgr.; Charles Harmon, gen. supt.; A. F. Kanner, master mechanic; L. G. Mullins, plant engr.; E. C. Dodt, chief inspector; W. M. Williams, planning supt.

CHRYSLER DIV., Chrysler Corp., 12200 E. Jefferson ave., Detroit 31, Mich. Passenger cars, tank engines and other military equipment. D. A. Wallace, pres.; E. C. Quinn, vice-pres. and gen. mgr.; J. A. O'Malley, vice-pres. and Gen. sales mgr.; A. M. Fleming, vice-pres. in chge. of mfg.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; R. H. Appleman, exec. asst.; F. A. Wunderlich, gen. wks. mgr.; C. F. Sylvester, asst. gen. sales mgr.; C. R. Curtan jr., asst. sales mgr.; W. E. Way, dir. of adv. and merch.; J. T. Condon, dir. of dealer council; J. H. Howard, dir. of zoning and marketing; J. G. Rhein, dir. of dist.; F. E. Van Halteren, dir. of serv.; R. M. Rodger, chief engr.; John Caron, adv. mgr.; C. B. Neely, merch. mgr.; E. A. Batchelor, pub. dir.; R. S. Bright, mgr., Chrysler Tank Engine div., New Orleans, La. **Adv. Agcy.**—McCann-Erickson, Inc., 3546 Penobscot bldg., Detroit, Mich. J. R. Barlow, acct. exec.

CHRYSLER EXPORT DIV., Chrysler Corp., 341 Massachusetts ave., Detroit 31, Mich. Exports: Chrysler, DeSoto, Dodge and Plymouth passenger cars and Dodge, DeSoto and Fargo trucks; Airtemp air conditioning, heating and cooling equipment; marine and industrial engines; Oilite powdered metal products; MoPar parts and accessories. C. B. Thomas, pres.; P. K. Hills, vice-pres. and gen. sales mgr.; Nicholas Kelley jr., vice-pres.; E. W. Salley, secy. and treas.; F. W. Misch, compt.; C. N. Galer, sales mgr.; K. H. Kingsley, gen. wks. mgr.; R. L. Shaffran, gen. serv. mgr.; G. B. Fraumann, gen. parts mgr.; C. C. Stewart, parts opr. mgr.; L. W. Krass, gen. traffic mgr.; J. P. Cummings, resident engr.; W. B. Chapoton, adv. mgr. **Adv. Agcy.** Ross Roy, Inc., Detroit, Mich. Albert E. Bowles, acct. exec.

CHRYSLER MOTORS, LTD., and DODGE BROS. (Britain), LTD., Mortlake rd., Kew Gardens, Surrey, Eng. Plymouth, Dodge, DeSoto and Chrysler cars and Fargo trucks. Benjamin King, chmn. of bd.; W. W. Wallace, mg. dir. (Dodge Bros.); F. H. Orpin, secy.

CHRYSLER PARTS DIV., Chrysler Corp., 7000 East Eleven Mile rd., Center Line, Mich. Automobile, truck and military vehicle service parts. C. L. Jacobson, pres.; Nicholas Kelly jr., vice-pres.; T. E. Waterfall, vice-pres. and gen. mgr.; J. O. Huse, vice-pres. and sales mgr.; L. R. Murphy, secy.-treas.; F. W. Misch, compt.; N. I. Farley, adm. asst.; Lee Lewis, opr. mgr.; A. J. Kotcher, Marysville parts plant mgr.; Ralph Brosius, Newark, Del. parts plant mgr.; G. R. Neville, San Leandro, Calif. parts plant mgr.; W. T. Hein, Atlanta, Ga. parts plant mgr.; A. V. Ferris, Kansas City, Kans. parts plant mgr.; L. C. Wright, McKinstry st. plant supt.; L. W. Piot, sales prom. mgr. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. Albert E. Bowles, acct. exec.

CINCINNATI MILLING AND GRINDING MACHINES, INC., 4701 Marburg ave., Cincinnati 9, O. Milling machines, grinding machines, broaching machines, lapping machines, cutter sharpening machines, die sinking machines, optical projection profile grinders, metal forming machines, hardening machines, cutting fluid, grinding wheels. F. V. Geier, pres.; W. W. Tangeman, vice-pres. and gen. mgr.; S. E. Bergstrom, C. Roby, H. Gay, vice-presidents; P. Cone, secy.; F. M. Angevin, treas.; L. Nenninger, wks. mgr.; C. M. Beach, sales mgr.; C. M. Reesey, adv. and sales prom. mgr.; M. Gillie, serv. mgr.; H. Decatur, pur. agt.; M. Geiss, traffic mgr.; H. Ewig, pub. rel. mgr. **Det. Rep.**—J. Baldez, mgr. Cincinnati Milling and Grinding Machines, Inc., 24100 N. Woodward ave., Pleasant Ridge, Mich. **Adv. Agcy.**—Jaap Orr Co., Cincinnati, O. Harry Jaap, acct. exec.

CINCINNATI TOOL CO., 1951 Waverly ave., Cincinnati 12, O. Clamps, chisels, punches. J. M. Hargrave, pres.; J. A. Gardner, vice-pres. and secy.; H. M. Wessendorp, treas.; Paul F. Aaron, wks. mgr.; J. A. Gardner, sales mgr.; D. L. Farmer, chief engr.; R. C. Rinschler,

(Continued on Page 182)

Who's Who in Auto Industry

(Continued from Page 181)

pur. agt.; C. E. Hoffman, traffic mgr. **Det. Rep.**—J. M. Reynolds (factory). **Adv. Agcy.**—The Bohnett Co., Cincinnati, O. George Fahrer, acct. exec.

CIRCO DIV., Topper Equipment Co., 12(Central ave., Clark Township (Rahway), N. J. Vapor degreasers, steam cleaners, automotive parts cleaning equipment, degreasing solvent. Melville Morris, pres., sales mgr.; Carl Morris, vice-pres.; Leonard Gordon, asst. secy.; Jerome Scherzer, asst. treas.; Albert De Losky, wks. mgr.; Donald Beach, asst. sales; Henry Stanley, serv. mgr.; Kenneth Hirtle, chief engr.; Benjamin Karp., pur. agt.; Lawrence Bucco, traffic mgr. **Adv. Agcy.**—Mercready, Handy, Vandenburgh, Newark, N. J. H. Mercready, acct. exec.

CIRC-O-FIRE SPARK PLUG CO., 2411 Denton, Detroit 12, Mich. Spark plugs. Russell Robidoux, Edmund Willwis, Marvin Wagnitz, partners. **Adv. Agcy.**—E. C. Watkins & Co., Detroit 2, Mich.

CITIES SERVICE OIL CO. (DEL.), 20 N. Wacker dr., Chicago, Ill. Gasoline and lubricating oils. S. B. Irelan, pres.; E. L. Stauffacher, vice-pres.; F. B. Plank, secy.; Lloyd Lynd, treas.; C. A. Willis, sales mgr.; B. F. Farwig and H. F. Jones, asst. sales mgrs.; E. D. Digweed jr., T.B.A. mgr. **Det. Rep.**—P. E. Watts, div. mgr., 3049 E. Grand blvd., Detroit 2, Mich.

CITIES SERVICE OIL CO. (PA.), 70 Pine st., New York 5, N. Y. Gasoline and lubricating oils. H. E. Brandli, pres.; W. W. Willemeyer, vice-pres.; R. A. Cuthbertson, secy.; W. W. Martin, treas.; J. A. Kelley, vice-pres. in chge. of marketing; E. W. Lang, asst. vice-pres. in chge. of marketing; R. C. Keck, adv. mgr.; E. G. Hirleman, T.B.A. mgr.; P. C. Boyd, mgr., lubricant sales. **Det. Rep.**—P. E. Watts div. mgr., 3049 E. Grand blvd., Detroit 2, Mich.

CLAPP MFG. CO., E. D., Genesse st., Auburn, N. Y. Drop forgings. E. D. Clapp, pres.; H. W. Clapp, vice-pres.; W. R. Steele, secy., gen. and wks. mgr.; J. D. Hutchinson, treas., sales and traffic mgr.; E. A. Clapp, asst. treas.; George Diehl, chief engr.

CLARK EQUIPMENT CO., 324 E. Dewey ave., Buchanan, Mich. Axles, housings, transmissions, industrial fork trucks and towing tractors, gas and electrical powered hand trucks, gears and forgings. George Spatta, pres.; C. H. King, E. M. Schultheis, J. G. Mack, W. E. Schirmer, R. H. Davies, L. L. Lyon, vice-presidents. **Adv. Agcy.**—Marsteller, Gebhardt & Reed, Inc., Chicago, Ill.

CLARK EQUIPMENT CO., Industrial Truck Div., Battle Creek, Mich. Gas and electric battery powered fork trucks; gas and electric battery powered hand trucks; industrial towing tractors. George Spatta, pres.; W. E. Schirmer, E. M. Schultheis, C. H. King, J. G. Mack, R. H. Davies, L. L. Lyon, vice-presidents; G. E. Arnold, secy.-treas.; Vine W. Cooke, industrial coordinator. **Det. Rep.**—Materials Handling Sales Corp., 300 E. Milwaukee, Detroit. **Adv. Agcy.** — Marsteller, Gebhardt and Reed, Inc., Chicago, Ill. E. A. Gebhardt, acct. exec.

CLAYBORNE MFG. CO., 429 North Main st., Monticello, Ind. Engine testing dynamometers, transmission, dynamometers, engine degreasers and cleaners, tire removers. N. F. Clayborne, pres.; I. L. Clayborne, secy.; T. A. Griffin, treas.

CLAYTON MFG. CO., 401 N. Temple City blvd., El Monte, Calif. Vapor cleaning machines, chassis and engine dynamometers, steam generators, solvents and cleaning compounds. William Clayton, pres.; E. S. Chapman, vice-pres.; J. E. St. Clair, secy.-treas.; E. M. Barrett, wks. mgr.; J. A. Cortright, gen. sales mgr.; E. N. Moon, asst. gen. sales mgr.; W. O. Merritt, sales mgr., Dynamometer div.; Leo Hoban, sales mgr.; Kerrick div.; John Billman, sales mgr.; steam div.; C. L. Pfeiffer, adv. mgr.; Jack Moore, traffic mgr.; William S. Porter, serv. mgr.; Perry Arant, chief engr.; Rowland Mackey, pur. agt. **Det. Rep.**—Howard L. Legg, 4620 Oakman blvd., Detroit 4. **Adv. Agcy.**—Franklin Assoc., 2022 S. Mesa st., San Pedro, Calif. E. Fred Franklin, acct. exec.

CLEVELAND CHAIN & MFG. CO., Broadway and Chaincraft rd., Cleveland 5, O. Tire chains, tow chains, accessories. R. L. Round, pres.; J. W. Dickey, exec. vice-pres.; Leroy Dick, plant supt.; D. J. Owens, sales mgr.; L. J. Miller, pur. agt.; D. E. Ehlenfeldt, adv. mgr. **Det. Rep.**—Quigley & Milke, Inc., 7-133 General Motors bldg. **Adv. Agcy.**—Belden & Hickox, Cleveland. Frank E. Belden, acct. exec.

CLEVELAND GRAPHITE BRONZE CO., 17000 St. Clair ave., Cleveland 10, O. Bearings, bushings and washers. William G. Laffer, pres.; L. W. Christenson, vice-pres. sales; M. A. Young, vice-pres. personnel; F. P. Salzman, wks. mgr.; E. Crankshaw, chief engr.; C. A. Williams, sales mgr.; R. E. Mooney, dist. sales mgr., Ohio sales dist.; A. E. Gibbs, dist. sales mgr., Chicago sales dist.; Drew McKenna, dist. sales mgr., New York sales dist.; W. D. Cowgill, dist. sales mgr., Detroit sales dist.; A. G. Mould, dir. of pur.; P. W. Love, asst. pur. agt., Detroit office, General Motors bldg.; Chicago office, McCormick bldg.; New York office, Chrysler bldg. **Adv. Agcy.**—Edw. Howard & Co., Cleveland, O.

CLEVELAND GRAPHITE BRONZE CO., Replacement Sales Div., 6545 Carnegie ave., Cleveland 3, O. Clutch plates, small clutch parts, king pin sets, shackles, spring bolts and bushings, front wheel suspension parts, tie rods and drag links, engine bearings. R. Z. Oswald, vice-pres., replacement sales; A. M. Currier jr., gen. sales mgr.; C. R. Wight, sales mgr., Spec. mkts.; R. H. Wickersham, sales mgr., N.A.P.A.; John F. Moriarty, sales prom. mgr.; Kenneth M. Leighton, serv. mgr. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O. John F. Davis, acct. exec.

CLEVELAND PNEUMATIC TOOL CO., THE, Automotive Div., 7630 Broadway, Cleveland 5, O. Transmission jacks, engine stands. S. S. Mullin, pres.; Ogden Ashley, secy. and treas.; Roger O. Bay, sales mgr.; W. A. Owen, pur. agt.; E. L. Oldham, adv. mgr.

CLEVELAND STEEL PRODUCTS CORP., 7306 Madison ave., Cleveland 2, O. Universal joints, propeller shafts, screw machine products, stampings, oil and gas burners, oil and gas warm air furnaces, oil boilers, oil fired water heaters. W. J. Smith, pres., gen. mgr.; A. G. Singler, W. W. Slaght, R. J. Lucas, W. J. Smith jr., vice-presidents; N. F. Kaplan, secy.; J. H. Seager, treas.; J. P. Cole, wks. mgr.; H. A. Cutting, sales mgr., automotive div.; A. F. Narks, prod. mgr.; L. F. Dienst, adv. and sales prom. mgr.; W. W. Slaght, chief engr.; C. V. Banwell, pur. agt.; T. Novotny, traffic mgr. **Det. Rep.** — H. A. Cutting, 626 New Center bldg.

CLEVITE CORP., 17000 St. Clair ave., Cleveland 10, O. Ben F. Hopkins, honorary chmn. of bd.; J. J. McIntyre, honorary vice-chmn. of bd.; James L. Myers, chmn. of bd. and pres.; W. Russell Burwell, vice-chmn. of bd.; Carl W. Johnson, senior vice-pres.; John W. Dixon, exec. vice-pres.; Sydney L. Hall, adm. vice-pres.; O. P. Gokay, treas.; C. A. Dilley, secy. **Adv. Agcy.**—Edw. Howard & Co., Cleveland, O.

CLIMAX MOLYBDENUM CO., 500 Fifth ave., New York 36. Molybdenite concentrate, pure molybdic oxide, lubricant and anti-seizing compound, thermite molybdenum, technical molybdic oxide, ferromolybdenum. Arthur H. Bunker, pres.; C. M. Loeb jr., vice-pres. in chge. of metallurgical development; Weston Thomas, vice-pres. and treas.; Lester A. Cowan, secy. **Det. Rep.**—V. A. Crosby, 624 Fisher bldg. **Adv. Agcy.**—Rowlinson-Broughton, 2 Mosley st., Manchester 2, Eng.

CLINTON PRODUCTS CO., Clinton, Mich. Auto creepers, mechanic's seat and tool tray, utility dolly, truck step, cylinder locating tools and luggage carriers. Fred R. Geiger, pres. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Detroit, Mich. Paul Bruske, acct. exec.

CLINTON SPRAY WAX CORP., 3651 W. Albion ave., Lincolnwood 45, Ill. Spray wax, cleaner-polish, beauty-buff. Joseph L. Kozak, pres. and gen. mgr.; Earle J. Kozak, wks. mgr. **Adv. Agcy.**—R. J. Skala Co., 608 S. Dearborn st., Chicago 5.

CLOYES GEAR WORKS, INC., 17214 Roseland rd., Cleveland 12, O. Silent and metal timing gears, timing chain sprockets, industrial gears. H. C. Stebbins jr., pres., treas.; Charles V. Laslo, vice-pres., prod.; James R. Moon, sales.

COACHCRAFT, LTD., 9017 Santa Monica blvd., Hollywood 46, Calif. Custom bodies, luggage racks, engineering tooling and small production of high quality accessories, prototypes of wood and/or metal. Burton Chalmers, pres., gen. mgr. and adv. mgr.; Willis B. Robertson, vice-pres., sales mgr. and pur. agt.; Rudolph Stoessel, secy., treas. and chief engr.; C. Ratzenberger, wks. mgr.; E. Grall, serv. mgr.; Alois Stoessell, parts and acc. mgr. and traffic mgr.

COATS LOADERS & STACKERS, INC., 3001 Fifth ave. S., Fort Dodge, Ia. Iron Tireman, Truck Tireman, tractor tire bead breaker. G. E. Coats, pres. and gen. mgr.; Wonie Coats, vice-pres. and pur. agt.; James Semprini, asst. pur. agt. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

COGSDILL TWIST DRILL CO., Box 97, College Park Station, Detroit 21, Mich. Twist drills, reamers, combination drill and counter sinks, counterbores, end mills and kindred cutting tools. Stuart A. Cogsdill, chmn. of bd.; Floyd F. Cogsdill, pres. and in chge. of sales; Frank A. Cogsdill, vice-pres.; Gertrude Bennett, secy.-treas.; P. C. Satterthwaite, wks. mgr.; William D. Walters, chief engr.; A. Nicholson, pur. agt.

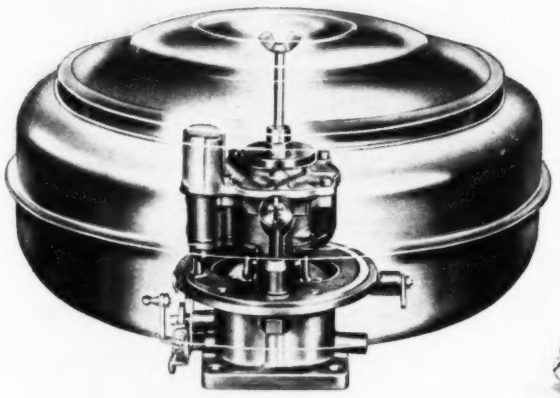
COLE HERSEE CO., 20 Old Colony ave., Boston 27, Mass. Switches (all types), trailer connectors, plugs, sockets, electrical accessories. Leo Mayer, pres. and gen. mgr.; C. A. Akeson, wks. mgr.; T. McCoullough, compt.; James Burns, pur. agt. **Det. Rep.**—Lloyd Nyman, 17136 E. Warren ave., Detroit 24, Mich. (P. O. Box 67, Kensington Station). **Adv. Agcy.**—Franklin Advertising Service, Boston, Mass. M. B. Summerfield, acct. exec.

COLLINS & AIKMAN CORP., 210 Madison ave., New York 16, N. Y. Upholstery fabric of all types. A. R. Jube, pres.; W. F. Bird, vice-pres.; Mark Z. McGill, secy.; Charles A. Wilson, treas.; P. B. Baldwin, vice-pres., sales and merch.; J. Weemhoff, gen. sales mgr.; B. A. Alexander, adv. mgr.; Karl F. Hesley, serv. mgr.; Frank P. Butler, pur. agt. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. Lloyd Delaney, acct. exec.

COLORADO FUEL AND IRON CORP., Wickwire Spencer Steel Div., 575 Madison ave., New York 22, N. Y. Spring and formed wire, mechanics wire, automotive

(Continued on Page 183)

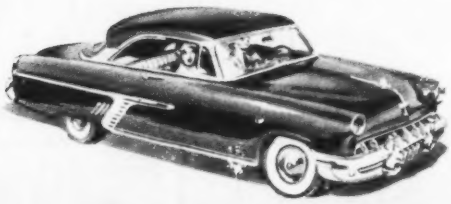
On the Top Performance You'll Find HOLLEY Fuel



The Centri-Flo is calibrated for engines of 110 to 180 horsepower.

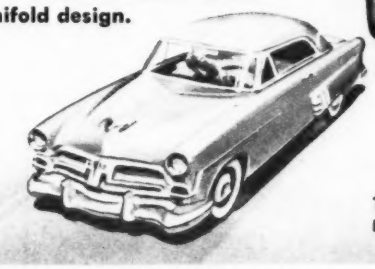
The Smooth Performing CENTRI-FLO

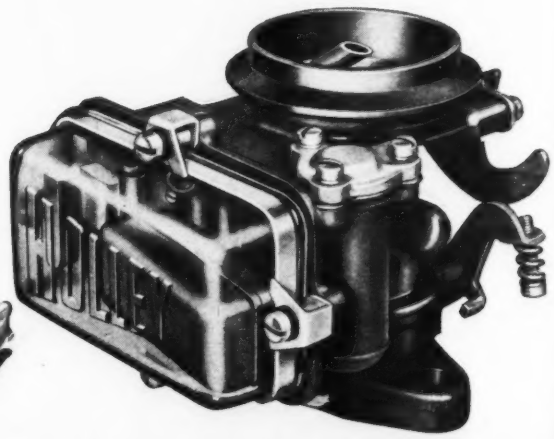
A true concentric carburetor designed with all important metering parts at the center line of the fuel bowl. The result—smooth, uninterrupted performance during fast stops and starts and sharp turns. The unique carburetor and air cleaner combination allows lower hood lines—meets the modern styling trends.



VISI-FLO—With The Clear Glass Fuel Bowl

Only four inches high, the Holley Visi-Flo combines economy, performance, and service features into a small package. The clear glass fuel bowl and the replaceable metering unit allow carburetor service without disassembly. The compact Visi-Flo can be used even where overhead space ordinarily requires special manifold design.





The Visi-Flo is calibrated for engines of 80 to 120 horsepower. It is also available for engines of 100 to 160 horsepower.

Each of the products shown on these two pages is a Holley "first" in the design, development, and manufacture of fuel and ignition controls. During its 53 year record of achievement, the Holley Company has played an important role in establishing higher automotive standards for performance and economy.

ARE YOU WONDERING...

How To Do A Good Job Of Fuel Metering Better? Let Holley's engineers listen, test, design, and recommend.

15-18

Who's Who in Auto Industry

(Continued from Page 182)

items. A. F. Franz, pres.; Franklin Berwin, vice-pres.; A. C. Bekaert, vice-pres., finance; F. S. Jones, vice-pres., sales; J. J. Martin, vice-pres., oper.; D. C. McGrew, secy.; H. C. Crout, treas.; H. C. Allington, vice-pres., in chge. of sales, Eastern div.; E. F. Early, wks. mgr.; E. J. Byrnes, springs and formed wire sales mgr.; L. A. Watts, gen. sales mgr., Eastern div.; R. W. Brown, adv. mgr.; A. R. Kinney, pur. agt. **Det. Rep.**—John Burch, Detroit Sales mgr., 1915 National Bank bldg., Detroit, Mich. **Adv. Agcy.**—Doyle, Kitchen and McCormick, 501 Fifth ave., New York, N. Y. J. J. McCoy, acct. exec.

COLORGLO PRODUCTS, INC., 109 N. Newlin ave., Whittier, Calif. Automobile polishes, waxes, cleaners, film remover, tire paint concentrate, rubber dressing, white sidewall cleaner, auto wash, glass cleaner, glaze sealer, polishing compound. Charles Saunders, pres., gen. mgr., treas., adv. mgr.; George S. Hanson, vice-pres.; Miss Gertrude Gilbert, secy.; Carl S. Lanier, wks. mgr.; George S. Hanson, sales mgr.

COLTON CO., ARTHUR, Div., of Snyder Tool & Engrg. Co., 3400 E. Lafayette, Detroit 7, Mich. Hydraulic presses, mechanical presses. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; Harvey Purdy, asst. secy.; Samuel D. Harrison, asst. treas.; Nelson Carman, dir. of customer service; Wallace Doepel, asst. sales mgr.; Leo Gajda, chief engr. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit. John Dow, acct. exec.

COLUMBIA WOVEN PLASTICS, INC., 118 E. 28th st., New York 14. Woven plastic fabric. Harold Davis, pres.; Morris H. Trifon, sales and merch. mgr.

COLUMBUS McKINNON CHAIN CORP., Tonawanda, N. Y. Tire chains, towing chains. Franz T. Stone, pres.; D. S. Brisbin, vice-pres.; J. H. Goodwin jr., secy.-treas.; D. B. Myers, wks. mgr.; R. E. Gerspacher, sales and adv. mgr.; H. R. Parker, chief engr.; Walter Wolf, pur. agt.; E. Lannon, traffic mgr.; Sherm Richards, pub. rel. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

COMFORT SPECIALTY CO., 200 S. 7th st., St. Louis 2, Mo. Printed supplies, advertising material, furniture, stationery, 600 different standardized printed forms for automobile dealers. H. B. Comfort, pres. and treas.; J. A. Collum, exec. vice-pres.; J. L. Sloss jr., secy.; H. L. Wohlstadter, gen. mgr.; S. B. Comfort, adv. and sales mgr.; O. Schatz, traffic mgr. and pur. agt. **Adv. Agcy.**—Seearcee Adv. Corp., St. Louis, Mo.

COMMERCIAL CREDIT CO., 14 Light st., Baltimore 2, Md. Sales finance, insurance and manufacturing. Alexander E. Duncan, chmn. of bd.; E. C. Wareheim, pres.; H. B. Mathews, Charles J. Zimmerer, Edmund L. Grimes, exec. vice-presidents; Frank M. Nicodemus, Henry A. Cherry, Paul M. Millians, LeBaron Willard jr., James P. Taylor, Thomas A. Duncan, James W. Newman, vice-presidents; Berthold Muecke, secy.; William L. Gardiner, treas.; Edmund L. Grimes, controller; Michael Sheehan, adv. and sales prom. dir.

COMMERCIAL FILTERS CORP., 2 Main st., Melrose, Mass. Filters for industrial fluids, hydrocarbon fuels and lubricants and compressed air, filter tubes. Merrill G. Hastings, pres.; Robert L. Fielding, vice-pres., sales and gen. mgr.; Henry B. Ahlberg, wks. mgr.; John M. Colonas, chief engr.; Alan Riley, pur. agt.; John A. Hurley, traffic mgr. **Det. Rep.**—N. R. Kerns Co., 9140 Charlevoix, Detroit 11, Mich.

COMMERCIAL RESEARCH LABORATORIES, INC., 20 Bartlett ave., Detroit 3, Mich. Testing equipment for the automobile and aircraft industries, including: Flowmeters, air, fuel and coolant; Flowmeter calibrating stands, direct weighing method; engine indicators, direct and electronic; vibration analyzers, recording and indicating. Claude E. Cox, pres.; Cashan P. Head, vice-pres.; H. J. Faull, secy.-treas.; R. A. Merritt, sales mgr.; A. W. Brueckner, chief engr.; N. H. Haake, pur. agt.

COMMERCIAL SOLVENTS CORP., 260 Madison ave., New York 16, N. Y. Antifreezes, cleaner, anti-rust, car wash, penetrating oil. Paul R. Smith, gen. mgr.; William H. Adamson, sales mgr.; Ira W. Campbell, adv. mgr. **Det. Rep.**—A. P. Wolff, 1900 E. Jefferson. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York 17, N. Y. George R. Lyon, acct. exec.

COMPCO CORP., 2251 W. St. Paul ave., Chicago 47. Rear view mirrors, Nodraft deflectors, hood ornaments, radiator ornaments, tissue dispensers, dash-fences. S. J. Zagel, pres.; L. G. Zagel, vice-pres.; J. Kaufman, wks. mgr.; F. L. Eastman, chief engr.; Ray Walsh, pur. agt.

CONNECTICUT TELEPHONE & ELECTRIC CORP., 70 Britannia st., Meriden, Conn. Electrical components, switches, relays, ignition parts, connectors, directional signals. R. T. Dunlap, pres.; H. B. Randall, vice-pres., sales mgr., adv. mgr.; C. A. Cunneen, secy.; H. R. Ray, treas.; H. A. Hafner, wks. mgr.; J. A. Mulanaphy, asst. sales mgr.; N. J. Rabiecki, asst.; W. R. Curtiss, chief engr.; John T. Nicholson, pur. agt. **Det. Rep.**—R. B. Harper, 814 Fisher bldg. **Adv. Agcy.**—Haydon-Dukeshire, 96 Grove st., New Haven, Conn.

CONSOLIDATED DIESEL ELECTRIC CORP., Ludlow and Canal sts., Stamford, Conn. Diesel engine generating sets, switchgear, pumping units, floodlight units, trailer mounted engine generator sets. Norman I. Schafler, pres.; James J. Ward, vice-pres., sales mgr.; David S. Brady, secy.; J. S. Crowley, wks. mgr.; Roger C. Winslow, chief engr. and William Vutz, dir. of engrg.; David Lavker, pur. agt.

CONSOLITE CORP., 1320 E. State st., Fremont, O. Advertising signs of metal, aluminum, plastic, cardboard, etc., door bars, kickplates, license plate emblems, bumper strips, trailer plates, thermometers. Transfers: truck lettering, window valance, product identification. Highway advertising signs. H. E. Zink, pres.; E. F. Sevitts, vice-pres.; W. A. Zink, secy.; N. S. House, treas.; Frank Hall, wks. mgr.; R. D. Hetrick, sales mgr. **Adv. Agcy.**—Ted Witter Adv. Agcy., Canton, O.

CONSUMERS SPECIALTY MFG. CO., 11800 Jos. Campau, Detroit 12. Tool pouch, skuff pads, throw-over covers. S. Jacobs, pres. and sales mgr.; H. Jacobs, vice-pres.; N. Silvers, gen. mgr.; S. Jacobs, sales mgr.; Bob Molner, adv. mgr.

CONTEMPO LUGGAGE CO., 170 5th ave., New York 10. Leather luggage, airplane luggage, brief cases, salesmen's cases, picnic baskets, custom-made luggage, canvas luggage covers. B. J. Rudikoff, D. F. Rudikoff, B. W. Ende, officers. B. J. Roberts, sales and adv. mgr.; B. W. Ende, asst. sales mgr.

CONTINENTAL - DIAMOND FIBRE CO., Newark, Del. Timing gears. T. F. Murphy, pres.; J. F. Anderson, vice-pres.; C. H. Hopkins, treas.; H. M. Dexter, sales mgr. **Det. Rep.**—J. R. Brosnan, 443 New Center bldg., Detroit 2. **Adv. Agcy.**—Grace-Marston, Philadelphia, Pa. John Marshall, acct. exec.

CONTINENTAL MOTORS CORP., 205 Market st., Muskegon, Mich. Engines (transportation, industrial, marine, airplane). C. J. Reese, pres. and gen. mgr.; Earl C. Ginn, Lewis P. Kalb, T. A. Engstrom, exec. vice-presidents; Arthur W. Wild, D. H. Hollowell, C. Wheeler Johnson, F. Frank Schwilk, Wm. G. Raven, Palmer C. Dolph, Guy J. Harinton, F. H. Mull, Peter Altman, Albert B. Willi, vice - presidents; Frederick H. Faust, secy.; Henry W. Vandeven, treas.; Frank Schwilk (automotive and industrial engines), D. H. Hollowell (airplane engines), sales mgrs.; C. W. Johnson, adv. mgr.; G. Waine Thomas, chief engr.; Morris Ramsey, pur. agt. **Adv. Agcy.**—Cummings & Hopkins, 1504 Guardian bldg., Detroit, Mich.

CONTINENTAL RUBBER WORKS, 1950 Liberty st., Erie 6, Pa. Molded rubber, extruded rubber, rubber hose, fan belts, radiator hose, shaped hose, sheet rubber. P. H. Henkel, pres., gen. mgr.; C. J. Palmer, vice-pres., secy.; M. M. Schade, treas.; F. R. McCarty, asst. gen. mgr.; H. T. Fowler, sales mgr.; C. C. Shenk, asst. sales; Earl Johnson, asst. sales; William T. Stout, adv. mgr., sales prom. mgr., pub. rel. mgr.; Henry Kohler, chief engr.; K. T. Smith, pur. agt.; Paul Berst, traffic mgr. **Det. Rep.** — Clacy McNary, Edw. McNary, L. T. Fitchett, 13801 Schoolcraft ave. **Adv. Agcy.**—Eugene C. Laird Advertising, Erie, Pa.

CONVERTO MANUFACTURING CO., Cambridge City, Ind. Dump bodies, hoists. C. R. Golay, pres. and gen. mgr.; Arden F. Collins, vice-pres., gen. sales mgr.; Don Chaney, chief engr.; Harry Kuster, gov't sales. **Adv. Agcy.** — Bob Robinson, Inc., 612-16 Elm st., Muncie, Ind. Bob Robinson, acct. exec.

CORBITT CO., Henderson, N. C. Trucks, truck-tractors, trailers and farm tractors. W. W. Bowers, pres. and gen. mgr.; Harry Lebensfeld, vice-pres.; Jack Koenig, secy. and treas.; Nannie R. Parham, asst. secy.; Bettie C. Jones, asst. treas.; P. J. T. Rawlins, chief engr.; W. T. White, serv. mgr.; R. G. Burwell, pur. agt.

CORDOMATIC DIV. of Vacuum Cleaner Corp. of America, 1724 W. Indiana ave., Philadelphia 32, Pa. Trouble light reels. B. J. Tamarin, pres.; W. Russell Getty, sales mgr. **Det. Rep.**—A. Rus Wendell Co., 8-254 General Motors bldg. **Adv. Agcy.**—Harry Feigenbaum Adv. Agcy., Philadelphia, Pa.

CORRUGATED PAPER PRODUCTS, INC., 2233 Utica ave., Brooklyn 34. Corrugated mailing boxes, packaging boxes and parts boxes. Jesse Kapor, pres., gen. mgr.; Lawrence S. Wagner, treas., sales mgr.

CRAWFORD MFG. CO., INC., 3rd and Decatur sts., Richmond 12, Va. Automobile seat covers, wedge cushions, seat pads. B. O. Cone, pres. and gen. mgr.; J. W. Whaley, vice-pres. and sales and adv. mgr.; R. W. Roberts jr., secy.; A. E. Bartholomew, treas.; F. J. Baskerville, wks. mgr.; J. S. Lewis., asst. sales and adv.; L. J. Roberts, pur. agt. **Det. Rep.**—C. E. Greene, 5-221 General Motors bldg., Detroit 2, Mich.

CRAY - LINCOLN ENGINEERING AND MANUFACTURING CO., Cray Oil bldg., North Walpole, N. H. Automatic engine tender. Carl E. Lincoln, pres.; Nelson A. Pepin, gen. mgr.; Robert Lorenz, vice-pres., sales mgr.; Paul S. Cray, secy., pur. agt., pub. rel. mgr.; Eugene Cray, treas.; Oliver Roberts, chief engr. **Adv. Agcy.** — Phillip McCormick, The Callaway Assocs., 172 Summer st., Boston, Mass.

CREE COACHES, Main st., Marcellus, Mich. Truck coach for living to be mounted on pick-up trucks. Howard L. Cree, partner; Lillian M. Cree, partner; O. K. Harvey, sales mgr.; E. K. Hamlin, adv. mgr. **Adv. Agcy.**—Dudgeon, Taylor

(Continued on Page 184)

Cars and Trucks of 1953, and Ignition Controls

For The Best In Carburetion—The CENTRI·QUAD

Designed to add horsepower to present day engines, the Holley Centri·Quad combines the performance features of concentric design with the increased power of four barrel carburetion. The Centri·Quad is designed for the same basic air cleaner installation as used on the Centri·Flo.

The Centri·Quad is calibrated for engines of 150 to 225 horsepower.

A Fully Vacuum Controlled Distributor

Using pressures which exist within the carburetor, the Holley pressure distributor meters spark in exact relation to fuel consumption—provides quicker, smoother performance, and greater fuel economy. It is the only distributor now available that eliminates the need for a centrifugal advance mechanism.

HOLLEY Carburetor Co.

DETROIT 4, MICHIGAN

FOR MORE THAN HALF A CENTURY ORIGINAL EQUIPMENT MANUFACTURERS FOR THE AUTOMOTIVE INDUSTRY.

Who's Who in Auto Industry

(Continued from Page 183)

& Bruske, Inc., Detroit 2, Mich. Harry J. Detterich, acct. exec.

CRESCENT CO., INC., 20 Central ave., Pawtucket, R. I. Automotive wiring, spark plug cable sets, battery cables, primary wire, spooled cable, portable cord, welding cable, power cable. John Sapinsley, pres.; W. A. Demers, vice-pres.; Ken MacLean, sales mgr.; Herman Godon, factory mgr.; James Sanek, pur. agt.; Maurice Namerow, traf. mgr. **Det. Rep.**—Dan Clifford. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa.

CREST MFG. CO. Executive Offices 5735 Cass ave., Detroit 2. Factories Detroit & Edgefield, Batesburg and Aiken, S. C. Seat covers. Daniel C. Larkin sr., pres. and treas.; Daniel C. Larkin jr., vice-pres.; P. A. Larkin, secy.; Estelle Morin, asst. secy.; Dale Posey, exec. vice-pres.; Elmer Landschneider, vice-pres. engrg.; R. F. Kerrek, vice-pres. S. C. operations; H. F. Bradford, adv. mgr.; John Begg, compt.

CRISTY CHEMICAL CORP., 21 Putnam Lane, Worcester 4, Mass. Automotive and industrial chemicals. Quintin J. Cristy, pres., treas., sales mgr.

CRO-PLATE CO., INC., THE, 747 Windsor st., Hartford 5, Conn. Pressure blast wet-blasting equipment for general surface finishing; electro-plating units. Alan W. Brown, pres.; Robert C. Allen, vice-pres., treas.; Alan R. Burman, vice-pres., sales mgr.; S. Michael Schatz, secy.; Charles Lynn, wks. mgr.; John C. Rothwell, chief engr.; Nicholas Nedweden, serv. mgr.; Mrs. Lowell W. McMullen, office mgr.; Mrs. Edward Fitzgerald, traffic mgr; Mrs. Robert Martin, sales and adv. asst.; Mrs. William Quinn, secy. **Adv. Agcy.**—Fairbairn & Co., Inc., 10 N. Main st., West Hartford, Conn. John W. Fairbairn, acct. exec.

CROSLEY MOTORS, INC., 2530 Spring Grove ave., Cincinnati 14, O. Commercial, industrial and marine engines, trailers and defense products. Lewis M. Crosley, exec. vice-pres. and treas.; Frank W. Knowlton, secy.; Jay Fearing, asst. treas.; Albert Bruck, wks. mgr.; Edward G. Nikoden, mgr. engine div.; Perth Killinger, mgr. of metal fabrication; Julius Shell, cf. engr.; Jeff Cohen, dir. purchases.

CROSS CO., 3250 Bellevue ave., Detroit 7, Mich. Machine tools of several types for drilling, reaming, tapping, milling and boring operations. Gear tooth rounding, chamfering and burring machines. Milton O. Cross, jr., pres.; Ralph E. Cross, vice-pres., secy., sales mgr.; Clark Bennett, treas.; Robert B. Read, serv. mgr.; Kurt O. Tech, cf. engr.; J. C. Poole, pur. agt. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit, Mich.

CROWN LUGGAGE CO., INC., 409-21 W. Redwood st., Baltimore 1, Md. Hand luggage. J. Neumann, pres., gen. mgr.; T. Neumann, vice-pres.; L. A. E. Wetzler, secy.; L. W. Katz, treas., sales mgr., adv. mgr.; C. Germaine, wks. mgr.; F. Hudson, traf. mgr. **Det. Rep.**—F. Dorman, 2080 Ewald Circle. **Adv. Agcy.**—Kastor Farrell, Chesley & Clifford, New York. A. Carver, acct. exec.

CRUMP CO., INC., B. T., 1310-34 E. Franklin st., Richmond 13, Va. Seal covers, harness, hassocks. P. A. Seaton sr., chmn. of bd.; William E. Seaton, pres.; Robert H. C. Seaton, secy.-treas.; P. T. Bergheimer, sales mgr., pur. agt., automotive div.; Meredith Powell, dir. of adv. and sales prom.

CULVER-STEARNS MFG. CO., 53 Grafton st., Worcester 8, Mass. Electrical equipment—switches, sockets and plugs. R. W. Stearns, pres., gen. mgr.; George Stearns, vice-pres.; J. C. Stearns, treas., cf. engr.; P. V. Champlin, wks. mgr.; W. J. Hopp, sales mgr.; George Turnell, pur. agt. **Det. Rep.**—W. J. Hopp, 324 Stephenson bldg.

CUNO ENGINEERING CORP., 80 S. Vine st., Meriden, Conn. Cigaret lighters, filters. Roy Scott, vice-pres., gen. mgr.; Carlton H. Winslow, vice-pres., chge. of sales; J. R. Ledwith, mgr. automotive sales. **Det. Rep.**—J. D. Chamberlin, 5-119 General Motors bldg.

CURRAN CORP., S. Canal st., Lawrence, Mass. Self-emulsifying and self-scouring solvents, degreaser, carbon and paint stripper. A. F. Curran, pres., treas., gen. mgr.; W. J. Scanlan, vice-pres.; L. S. Scott, secy.

CURTIS PNEUMATIC MACHINERY DIV. of Curtis Mfg. Co., 1905 Kienlen ave., St. Louis 20, Mo. Air compressors, auto lifts, power car washers. W. C. Hecker, pres.; J. D. Lodwick, vice-pres., chge. of sales; C. W. Frees, secy.-treas.; A. B. Weininger, wks. mgr.; Alex G. Pappas, adv. mgr.; W. F. Krenning, cf. engr.; J. A. A. Hecker, pur. agt.; Lee Meyer, traf. mgr. **Adv. Agcy.** — Oakleigh R. French & Assoc., St. Louis, Mo. R. Lynch, acct. exec.

CUSHMAN CHUCK CO., 806 Windsor st., Hartford 2, Conn. Lathe chucks, collet chucks. Harry E. Sloan jr., pres.; E. L. Field, treas. and pur. agt.; W. C. Gaw, vice-pres. sales; Fred Fippinger, wks. mgr.; E. T. Lally, traf. mgr.; John Cunningham, asst. pur. agt.; William Sullivan, pub. rel. mgr. **Det. Rep.**—John C. Lynch. **Adv. Agcy.**—E. W. Robotham & Co., 24 Lewis st., Hartford, Conn. William Robotham, acct. exec.

CUSTOMER CONTROL, INC., 5 Court Square, Long Island City 1, N. Y. Owner follow-up plan; direct mail advertising programs, personal letter campaigns, market analysis and research. Victor Contessa, pres.; Joseph A. Ruffalo, vice-pres.; Walter Kerne, sales mgr.

CYCLEWELD CEMENT PRODUCTS PLANT, Chrysler Corp., 5437 W. Jefferson ave., Trenton, Mich. Adhesives, rust preventives and sealers. C. H. Smith, gen. mgr.; K. M. Hayes, wks. mgr.; Ray Weidner, chief chemist; Harry Morrison, consulting engr.; Richard Tressler, sales engr.

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DAHLSTROM METALLIC DOOR CO., 420 Buffalo st., Jamestown, N. Y. Metal fabrications including mouldings, pressed shapes, stampings, cabinets, product cases and special metal products. Paul N. Anderson, pres., gen. mgr.; Carl T. Bergstrom, vice-pres., pur. agt.; G. E. Johnson, secy., treas.; Elmer V. Lindstrom, supt.; R. A. Boberg, special products div. sales mgr.; Hugo Nicholson, adv. mgr.; Carl Thierfeldt, cf. engr., special products div. **Det. Rep.** — Malcolm V. Otis, 1240 Buhl bldg., Detroit 26.

DAKE ENGINE CO., 637 Monroe st., Grand Haven, Mich. Arbor and hydraulic presses, steam and air motors, marine and contractors' equipment. A. E. Jacobson, pres.; Paul A. Johnson jr., vice-pres.; C. N. Jacobson, secy.; Paul A. Johnson sr., treas.; A. F. Green, gen. mgr.; C. Darby, pur. agt.; Harold Poort, cf. engr. **Det. Rep.**—H. B. Hazerodt, 416 Ford bldg., Detroit. **Adv. Agcy.**—Fensholt Co., Chicago, Ill. W. A. Weld, acct. exec.

DAMAR PRODUCTS, INC., 22 Treat pl. Newark 2, N. J. Hang-all auto wardrobe rack. David W. Margulies, pres.; S. Rausch, sales mgr.; R. Brooke, adv. mgr. **Adv. Agcy.**—Maxwell Sackheim & Co., Inc., New York City. Lester Wunderman, acct. exec.

DANA CORP., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, railroad generator drives, frames, welded tubing. C. A. Dana, chmn. of bd.; R. E. Carpenter, pres.; J. E. Martin, exec. vice-pres.; J. V. Melick, vice-pres. and secy.; Wm. Fairhurst, vice-pres., sales and adv.; L. L. Melick, treas. and asst. secy.; R. B. Haynes, vice-pres., mfg.; D. D. Robertson, sales mgr.; W. J. Joyce, sales mgr., clutch div.; W. L. Stone, asst. sales mgr.; S. F. Dupree, mgr. serv. parts dept.; R. P. Lewis, exec. engr.; E. C. Sudhoff, dir. of pur.; Paul W. Kieser, dir. of pub. rel. and adv. mgr.; C. F. Souder, asst. adv. mgr.; W. J. Bryan, traf. mgr. **Adv. Agcy.**—C. A. Kroening, Inc., Chagrin Falls, O.

DARUBU, LTD., 9015 Santa Monica blvd., Hollywood 46, Calif. Exterior mounting spare wheel assemblies for Lincoln, Mercury, Cadillac, 53 Buicks. Rudolf Stoessel, pres., cf. engr.; Ray Wooley, vice-pres.; Burton Chalmers, secy.-treas., and adv. mgr.; Willis B. Robertson, gen. mgr. and pur. agt.; Dave Berman, sales mgr.; Charles Ratzenberger, serv. mgr.

DAVIDSON RUBBER CO., 50 Brighton st., Charlestown (Boston) 29, Mass. Gaskets, grommets, arm-rests, weatherstrips, bumpers, channels, extrusions, mounts, packings, tubing, sleeves, strips, washers, etc. L. P. Paul, pres.; H. S. Liddick, vice-pres. and tech. dir.; A. S. Blyth, secy.; V. P. Burke, treas. and gen. mgr.; A. A. Marschat, wks. mgr.; George D. Brown, engr.; James Stack, pur. agt.; A. A. Burlick, traf. mgr.; M. Willson, pub. rel. mgr. **Det. Rep.**—E. J. Ewing, Inc., New Center bldg., Detroit 2, Mich.

DAYBROOK HYDRAULIC CORP., 500 Lehman ave., Bowling Green, O. Hydraulic hoists and steel dump bodies, hydraulic power gates (lift gates). L. B. Smith, pres. and treas.; H. O. Day, vice-pres.; Harold A. James, secy.; N. E. Torgersen, wks. mgr.; J. F. McKiernan, sales mgr.; O. N. Essex, cf. engr.; W. K. Moon, pur. agt.

DAYTON MALLEABLE IRON CO., 1307 W. Third st., Dayton 1, O. Malleable and gray iron castings, aluminum and steel castings, forgings, coil springs. Anthony Haswell, pres.; F. O. Parker, vice-pres.; R. C. Hayward, secy.; R. J. Fox, treas.

DAYTON RUBBER CO., 2342 Riverview ave., Dayton, O. Tires and tubes, automotive belts. A. L. Freedlander, pres.; H. S. Waters, vice-pres. foam rubber sales; I. Eisbrouch, vice-pres. tire sales; L. C. Strobeck, vice-pres. mechanical sales; W. G. Pickrel, secy.; L. V. Baker, treas.; M. H. Clarke, dir. of mfg.; J. Rockoff, vice-pres. in chge. development; C. D. Bucher, pur. agt.; Grant Marks, traf. mgr.; R. L. Wetzel, dir. of adv., pur. rel. **Det. Rep.**—F. C. Murray, 636-637 New Center bldg., Detroit 2; Tires: Allman Co., Detroit. Mechanical rubber products and foam rubber: Geyer Advertising.

DAYTON STEEL FOUNDRY CO., 1366 Miami Chapel rd. (P. O. Box 1022), Dayton, O. Cast metal wheels, cast iron brake drums, fifth wheel couplers, landing gear trailer supports, misc. carbon steel castings. George Walther sr., pres., gen. mgr.; William Walther, vice-pres., wks. mgr.; J. A. Graham, secy., pur. agt.; S. A. Macy, treas.; J. M. Morrow, vice-pres., sales; E. L. Miller, cf. engr.; H. G. Mella, pub. rel. mgr. **Adv. Agcy.**—Kircher, Helton & Collett, Dayton, O.

DEALER SERVICE CO., INC., 4135 Brownsville rd., Pittsburgh 27, Pa. Custom made guaranty program, customer service history program. H. W. Bauer, pres.; K. M. Bauer, secy.-treas.

DEALERS SUPPLY CO., 21820 Wyoming, Detroit 20, Mich. Sales promotion agency, creating items for sale to automobile dealers under factory supervision, such as new car announcements, parts and service promotions. Walter Myers, pres. and gen. mgr.; W. M. George, sales; Frank Donegan, adv. mgr.; Carl F. Mager, pur. agt.

DEARBORN MOTORS CORP., 2500 E. Maple rd., Birmingham, Mich. Farm equipment. Thomas A. Farrell, pres.; M. D. Hill, vice-pres.; B. A. Best, treas.; G. D. Andrews, vice-pres., chge. of sales; John Zich, tractor and implement sales mgr.; J. F. Pedder, vice-pres., chge. of adv.; Wayne Garber, serv. mgr.; Donald Sawyer, parts sales mgr.; R. E. Hunt, vice-pres., chge. of engrg. and mfg.; I. R. Kappler, vice-pres., chge. of pur.; J. J. Dzorni, distribution control mgr.; W. A. Schaich, patent counsel; E. L. Sparrow, dir. of ed.; W. T. Murphy, pub. rel. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Carnegie Hall, Cleveland, O. Worthing Stone, acct. exec., 135 N. Woodward ave., Birmingham, Mich.

DeBOER & ASSOCIATES, H. O., Box 415 Lombard, Ill. School, adult and transit buses; cabs for mobile crane carriers. H. O. DeBoer, C. K. Mead, partners. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Inc., Detroit. H. J. Detterich, vice-pres.

DEFIANCE MFG. CO., INC., 5401 Cahuenga blvd., N. Hollywood, Calif. Keyless locking gas caps, automobile accessories, precision screw machine parts. Earle P. Durley, pres.; Orville Wait, vice-pres.; Kenneth Rowatt, secy-treas.; Walter Wm. Ross, sales mgr. accessories div.

DeKALB COMMERCIAL BODY CORP., 229 W. Garden st., DeKalb, Ill. Delivery units, van bodies, stake bodies, refrigerated bodies. E. E. Miller, pres., treas.; P. J. Nugent, vice-pres., sales mgr.; J. T. Modloff, vice-pres., prod. mgr. M. T. Miller, secy.; F. B. Terwilliger, asst. secy., asst. treas.; B. J. Sayers, fleet sales mgr.; L. T. Wilkins, pur. agt.; R. G. Knoll, traf. mgr. **Adv. Agcy.**—Connor Associates, Aurora, Ill.

DELCO APPLIANCE DIV., General Motors Corp., 391 Lyell ave., Rochester 1, N. Y. Fractional h. p. electric motors, automotive heater and defroster motors, autosyn and permanent magnet motors, clutch assemblies for automatic pilots, aircraft parts. Paul H. Rutherford, gen. mgr.; Howard C. Jones, wks. mgr.; Andrew C. Freimann, sales mgr.; H. H. Leonard, equip. sales mgr.; Stuart J. Rice, sales and adv. prom. mgr.; Richard T. Reddington, serv. mgr.; Henry C. Rohr, cf. engr.; John L. Carmichael, pur. agt.; William P. Blackmon, pub. rel. mgr. **Adv. Agcy.**—Foote, Cone and Belding, Chicago, Ill. E. W. Fish, acct. exec.

DELCO PRODUCTS DIV., General Motors Corp., 329 E. 1st st., Dayton 1, O. Shock absorbers. F. H. Irelan, gen. mgr.; D. R. Matthewson, div. compt.; C. J. Werner, wks. mgr.; J. N. Tilbrook, gen. sales mgr.; S. A. Bratten, asst. sales mgr.; adv. mgr.; F. G. Carpenter, serv. mgr.; M. T. Funkhouser, cf. engr.; F. J. O'Donnell, pur. agt.; J. J. O'Connell, traf. mgr.; H. S. Malone, pub. rel. mgr. **Det. Rep.**—J. R. Lakin, Delco Products Div., 8-213 General Motors bldg., Detroit 2. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. M. S. Charleton, acct. exec.

DELCO RADIO DIV., General Motors Corp., Kokomo, Ind. Radios. R. L. Showalter (compt.) treas.; B. W. Cooper, gen. mgr.; D. S. Allsop, wks. mgr.; K. T. Milne, sales and adv. mgr.; S. W. Archer, serv. mgr.; B. A. Schwarz, cf. engr.; R. Hill jr., pur. agt.; R. O. Bassett, prod. mgr.; Walter M. Wilson, pub. rel. mgr. **Det. Rep.**—H. E. Holliday, 57 E. Harper ave., Detroit 2. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. M. S. Charleton, acct. exec.

DELCO-REMY DIV., General Motors Corp., 2401 Columbus ave., Anderson, Ind. Electrical equipment for automobiles, trucks, buses, farm tractors, airplanes and motor boats, diesel and gasoline engines; aircraft gas turbine components. H. D. Dawson, gen. mgr.; W. J. Hulse, wks. mgr.; W. L. McCarthy, factory mgr.; C. A. Nichols, factory mgr., jet components production; G. A. Coburn, dir. of pub. rel.; A. G. Phelps, gen. sales and serv. mgr.; P. E. Bardsley, asst. sales mgr.; J. H. Bolles, cf. engr.; C. H. Toedtmann, dir. pur. and prod. control. C. R. Moneyhun, pur. agt.; J. W. Peters, traf. mgr. **Det. Off.** — 8-217 General Motors bldg. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich.

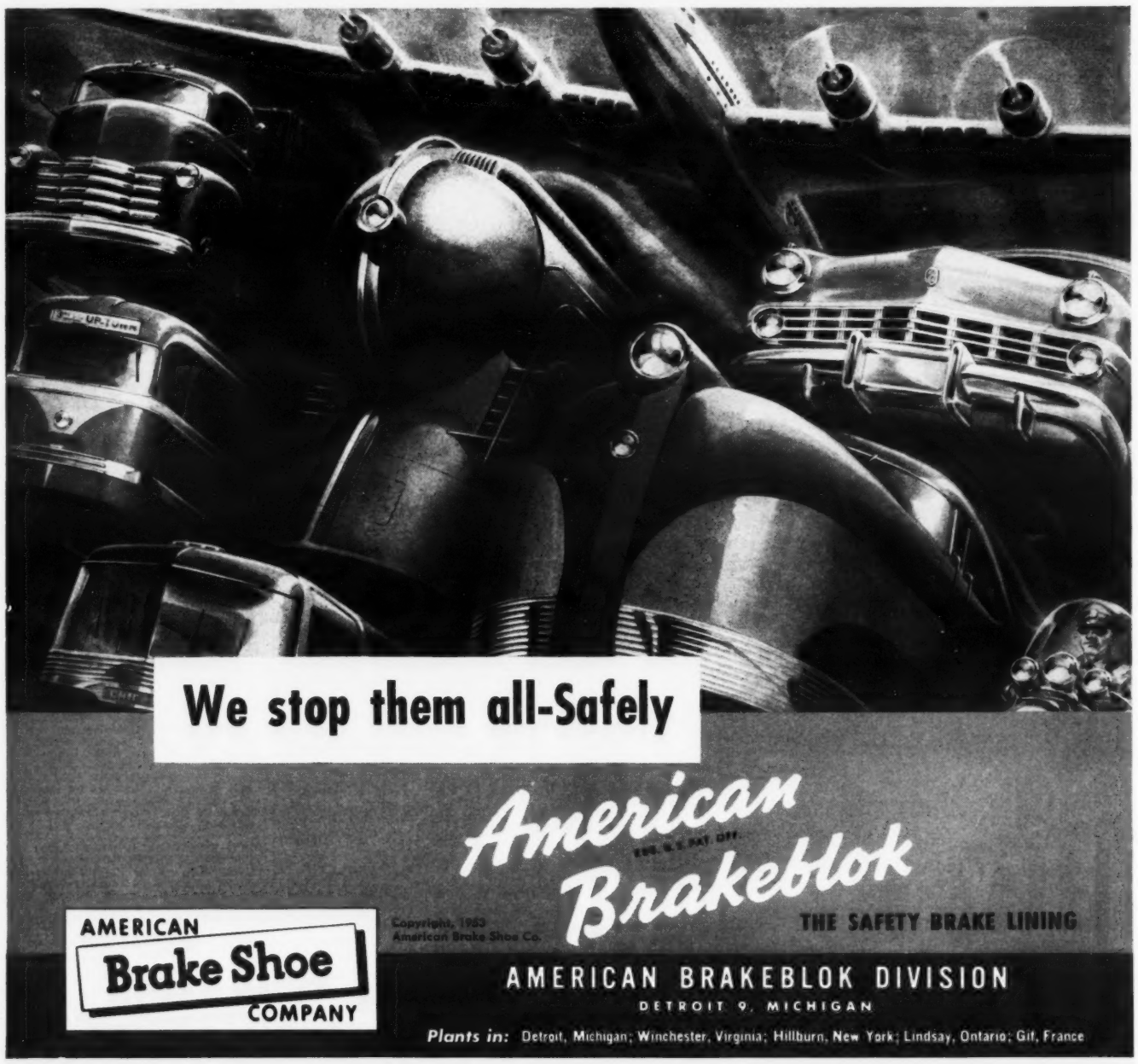
DEL-KROME CORP., Walton, N. Y. Manufacturers of automotive accessories. Herbert Buerger, pres.; W. R. Jones, gen. mgr. Factory representatives — Warren Katz, Atlanta, Ga.; J. W. Lovelady, Fort Worth, Tex.; A. Walt Runglin, Los Angeles, Calif.; Lou Byron, Chicago, Ill.; Sid Pasternak, New York; Ben Feldman, upper New York state; Dean Spiker, Colorado; R. R. Album, Minneapolis, Minn.; Robt. O. Dickey, Kansas City, Mo.

DELMAN CO., 506 Third, Des Moines 9, Ia. Windshield washers. Chuck Bachrach, gen. mgr.; John Langley, operations mgr.; Len Neufeld, dir. of research and development; Lowell Ohmart, pur. agt. F. Mitts, traf. mgr. **Det. Rep.**—The Delman Co., 128 Kercheval, Grosse Pointe 36, Mich. **Adv. Agcy.**—Clark & Bobertz, Inc. Detroit, Mich.

DELMAN MANUFACTURING CO., 506 Third st., Des Moines 9, Ia. Windshield wiper pivot assemblies and special automobile parts for automobile manufacturers. Chuck Bachrach, pres.; Len Neufeld, vice-pres.; John Langley, vice-pres.; Paul Schwinn, wks. mgr. **Det. Rep.**—The Delman Manufacturing Co., 128 Kercheval, Ofc. No. 4, Grosse Pointe 36, Mich. **Adv. Agcy.**—Clark & Bobertz, Inc., Detroit, Mich.

DELTA CHEMICAL CO., 682 So. Cox st., Memphis 4, Tenn. White sidewall tire cleaner, steamcleaning compound, powdered car wash, carburetor cleaner, concrete cleaner, heavy duty stripper, radiator compound, vat stripper. Harry

(Continued on Page 186)



Who's Who in Auto Industry

(Continued from Page 184)

Cooper, sales mgr.; Leo Schneider, asst. sales mgr.; Alec Handleman, pur. agt. **Adv. Agcy.**—Simon & Gwynn, Memphis, Tenn.

DELUXE PRODUCTS CORP., 1313 Lake st., LaPorte, Ind. Oil filters and replacement elements. J. S. Allan, pres.; C. N. Bentley, vice-pres.; C. O. VanVactor, chge. of sales; G. H. Yelinek, cf. engr.; P. C. Newlin, treas.; J. H. Zook, pur. agt.; H. H. Parker, plant mgr.; J. H. Miller, traf. mgr. **Det. Rep.**—T. J. McNaughten, 454 McNaughten rd., Reynoldsburg, O. **Adv. Agcy.**—VanAuken, Ragland & Stevens, Chicago, Ill. B. F. Stevens, acct. exec.

DENISON ENGINEERING CO., 1160 Dublin rd., Columbus 16, O. Hydraulic presses, pumps, valves and fluid motors; special hydraulic equipment. W. C. Denison jr., pres., treas.; F. C. Norris, vice-pres., gen. mgr.; C. A. Hughes, vice-pres., gen. wks. mgr.; N. Denison, secy.; R. H. Kreppo, P. W. Norris, sales mgrs.; James M. Gallant, adv. mgr.; E. J. Flesch, serv. mgr.; V. V. Blasutta, cf. engr.; George T. Hays, pur. agt. **Det. Rep.**—A. C. Haberkorn Machinery Co., 412 New Center bldg., Detroit. **Adv. Agcy.**—Wheeler, Kight & Gainey, Inc., Columbus, O.

DENMAN TIRE & RUBBER CO., 52 Vanderbilt ave., New York 17, N. Y. Camelback, rubber products for textile industry. Gene Tunney, chmn. of bd.; Wilson B. McCandless, pres.; J. J. Smith, vice-pres.; Charles R. Little, treas.; R. E. Little, secy.; Herbert Dannett, asst. secy.

DeSOTO DIV., Chrysler Corp., 6000 Wyoming ave., Detroit 31, Mich. Passenger cars. L. I. Woolson, pres.; J. B. Wagstaff, vice-pres. in chge. of sales; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; F. L. Bird, operating mgr.; A. E. Kimberly, cf. engr.; P. Herpolsheimer jr., sales mgr., western div.; A. B. Nielsen, sales mgr., eastern div.; C. R. Lautz, factory mgr., Wyoming plant; E. W. Brown, dir. of distribution; R. W. Utley, dir. of serv.; R. M. Rowland, dir. of merch. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, New York and Detroit. Robert E. Anderson, acct. exec.

DETREX CORP., 14331 Woodrow Wilson. Mail: Box 501, Detroit 32, Mich. Degreasers, washers and processing equipment; solvents, cleaning compounds, dry cleaning machines; phosphate coating processes for rust proofing, paint bond and extrusion. R. A. Emmett sr., chmn. of the bd.; A. O. Thalacker, pres.; C. F. Disley sr., vice-pres., engrg. and research; W. McCracken, tech. dir.; E. W. Allison, secy.-treas.; J. D. Hamacher, factory supt.; L. Camel, sales mgr., Alhall-phosphate products; D. E. Williard, sales mgr., machinery and solvents; W. F. Newbery, dir. of sales; H. R. Norgren, sales mgr., drycleaning div.; R. H. Allgood, sales prom. mgr.; G. W. Walter, adv. mgr.; H. Tweedy, serv. mgr.; T. J. Kearney, cf. engr.; W. G. Smith, pur. agt.; L. Straley, traf. mgr. **Det. Rep.**—J. P. Emmett, P. O. Box 501, Detroit 32. **Adv. Agcy.**—C. M. Gray & Assoc., Detroit, Mich. R. Kilgore, acct. exec.

DETROIT AUTOMOTIVE PRODUCTS CORP., 8701 Grinnell ave., Detroit 13, Mich. Thornton four-rear-wheel drives, NoSPIN differentials, Load-Booster third axles, truck equipment. S. F. Baker, pres., gen. mgr.; V. L. Anderson, vice-pres., secy.-treas.; Albert F. Myers, cf. engr.; R. Dickson, pur. agt.; A. Hesla, plant supt. **Adv. Agcy.**—Clark & Rickerd Inc., Detroit, Mich. C. E. Rickerd, acct. exec.

DETROIT GASKET & MFG. CO., 12640 Burt rd., Detroit 23, Mich. Gaskets, auto body trim supplies, brass rods, aluminum tubing, extruded shapes of aluminum and aluminum alloys. Lloyd H. Diehl, pres. and gen. mgr.; John L. Barrett, Walter E. Ritter, Lloyd H. Diehl jr., vice-president; Edward W. Diehl, secy.-treas.; Russell A. Blanchard, sales adv. and sales prom. mgr.; Charles H. Strauss, pur. agt.; Herbert H. Doolittle, wks. mgr. **Adv. Agcy.** — Castle-Werner, Inc., Detroit, Mich.

DETROIT GEAR DIV., Borg-Warner Corp., 12345 Kercheval ave., Detroit 14, Mich. A. J. McAllister, pres.; H. H. Whittingham, vice-pres.; J. E. Foley, prod. engr.; Roy Walters, secy.-treas.; E. E. Leitner, factory mgr.; J. B. Bragaw, asst. sales mgr.; H. A. Jewell, dir. of pur.

DETROIT GRILLE MFG. CO., 258 E. Vernor, Detroit 1, Mich. Replacement automobile parts, accessories, radiator grilles, trimming, stampings, custom grilles. Samuel Gurwin, pres.; Karol Jakubiszyn, vice-pres.; Stephen Lamprecht, secy.; Chet Sanders, wks. mgr.; Samuel Gurwin, sales mgr.

DETROIT HARVESTER CO., 2550 Guardian bldg., Detroit 26, Mich. Window regulators, channels, automobile hardware, hydraulic window, seat and top controls, convertible top frame assemblies, power take offs, farm mowers, highway mowers, hay rakes and miscellaneous machined parts. H. L. Pierson, chmn. of bd.; J. T. Smith, pres.; A. T. Joldersma, treas.; R. Ryan, compt.; J. T. Gallatin, vice-pres., chge. of automotive sales; J. R. Donahue, secy., chge. adv. and implement sales; J. B. Ellsworth, vice-pres., mgr. of Detroit div.; F. G. Peters, pur. agt. of Detroit div.; R. Hohman, mgr. of Dura div. in Toledo, O.; H. E. McKinnon, pur. agt. of Dura div.; C. Kuschel, mgr. Motor State Products div., Ypsilanti, Mich.; J. Farris, pur. agt., Motor State Products div.; J. J. Brooks, mgr. implement div., Zanesville, O.; J. P. Pederson, mgr. Womer div. in Detroit; W. Rand, pur. agt. Womer div. **Adv. Agcy.**—Clark and Rickerd, Inc., Detroit, Mich.

DETROIT HOIST & MACHINE CO., 8233 Morrow st., Detroit 11, Mich. Cranes, traveling; hoists, electric and air; tractors, monorail and turntable. F. J. Martin, pres.; A. S. Watson, exec. vice-pres., sales mgr.; R. W. Fleming, vice-pres.; T. R. Fleming, treas.; B. A. Hinman, secy.; V. A. Fulton, asst. sales mgr.; S. E. Schneider, adv. mgr.; J. Kolasa, pur. agt. **Adv. Agcy.**—S. E. Schneider, Detroit, Mich.

DETROIT MASTER PROD. CO., 16490 Woodward, Detroit 3. Automotive body hardware. Louis B. Dizik, pres.; Bud Grahm, vice-pres., sales mgr.; B. L. Dizik, secy.-treas.

DETROIT PRESSED STEEL DIV., Midland Steel Products Co., 6660 Mt. Elliot ave., Detroit 11, Mich. Automotive chassis frames, power brake equipment, vacuum and air, door operating equipment for buses, tube products, weld nuts, automotive stampings, heavy and light; miscellaneous stampings, heavy and light. E. J. Kulas, pres.; W. A. McKinley, exec. vice-pres.; D. S. Greer, vice-pres., treas.; J. W. Reavis, secy.; J. R. Almond, wks. mgr.; E. Almdale, vice-pres., chge. of prod.; A. E. Kerckhoff, pur. agt. (Cleveland, O.); E. C. Lang, sales mgr. (frame div.); H. E. Schach, sales mgr. (power brake div.); H. E. Wright, serv. mgr. (power brake div.); I. R. Dedow, Detroit pur. agt. (power brake div.); L. R. Enix, traffic mgr.; G. D. Davis, pub. rel. mgr. **Adv. Agcy.**—Sweeney & James Co., Cleveland, O. T. M. Gregory, acct. exec.

DETROIT STAMPING CO., 350 Midland ave., Detroit 3, Mich. Medium heavy and smaller stampings, multi slide production, coined parts, pressed metal assemblies, toggle clamps, arbor spacers, packaged shim and feeler stock, washers and gear blanks. Glendon H. Roberts, pres., treas., gen. sales and adv. mgr.; Geo. M. Trudeau, asst. mgr.; H. G. Roberts, secy.; Harry C. Robeson, wks. mgr.; George Bentley, sales mgr. (stampings); Wm. H. Roberts, mgr. (finished products div.); Frank Trippensee, compt. **Adv. Agcy.**—Fred P. Bingham's Technical Advertising, Detroit, Mich.

DETROIT STEEL PRODUCTS CO., 2250 E. Grand blvd., Detroit 11, Mich. Springs, steel windows, doors, building panels, garage doors. H. D. Palmer, pres.; D. S. Burnett, sales mgr. (spring div.); J. L. Searle, engr. (spring div.); W. T. Huddle, adv. mgr.; B. W. Rismann, pur. agt. **Adv. Agcy.**—Behr Advertising Agency, Detroit, Mich. K. G. Behr, acct. exec.

DETROIT SURFACING MACHINE CO., 1333 East Eight Mile rd., Detroit 20, Mich. Finisher, electric and pneumatic sanders. Frank D. Nunemaker, pres., gen. mgr., adv. mgr.; Don Evaul, vice-pres.; Dave R. Wickes, secy., wks. mgr., sales mgr.; G. Snyder, treas.; Frank D. Pease, serv. mgr.; Roy N. Sharp, pur. agt. **Det. Rep.**—Don Olson, Detroit Surfacing Machine Co. **Adv. Agcy.**—Forrest Miller, 7338 Woodward, Detroit 2, Mich.

DE VILBISS CO., 300 Phillips ave., Toledo 1, O. Air compressors, spray guns, spray painting systems, spray booths, rubber hose (for air, water, solvents and paint), exhaust systems, flocking equipment. Howard DeVilbiss, pres.; R. L. Morrison, exec. vice-pres.; H. M. Kidd, vice-pres., chge. of sales; J. M. Robinson, vice-pres. chge. of finance; W. A. Deiger, vice-pres., chge. of mfg.; D. J. Peeps, vice-pres., chge. of engrg.; E. F. Frey, dir. of sales prom. and adv.; H. A. Lange, adv. mgr.; E. J. Etzel, pur. agt. **Det. Rep.**—H. C. Cunningham, 111 Oakman blvd., Detroit 3. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., 8469 E. Jefferson, Detroit 14, Mich. Jack Williams, acct. exec.

DIAMOND T MOTOR CAR CO., 4401 W. 26th st., Chicago, Ill. Motor trucks. E. J. Bush, pres., treas., gen. mgr.; C. A. Peirce, exec. vice-pres.; J. F. Danielson, secy.; Geo. Williams, wks. mgr.; J. L. Krickl, sales mgr.; T. C. Huxley jr., vice-pres., dir. of sales; W. S. Baldwin, adv. mgr.; H. MacEvoy, serv. mgr.; R. C. Wallace, exec. engr.; H. C. Emberson, vice-pres., dir. of pur.; W. A. Breinig, M. Egeland, assts.; T. J. Lopatka, personnel mgr. **Adv. Agcy.** — Griswold-Eshleman Co., Cleveland, O. Robert Baumgardner, acct. exec.

DIBBLE COLOR CO., 1497 E. Grand blvd., Detroit 11, Mich. Paint, lacquer, synthetic enamel, lacquer thinner, chassis black. J. F. Maycock, pres., gen. and sales mgr.; H. E. Webster, vice-pres.; E. A. Dreves, secy.; E. W. Farmer, treas. and wks. mgr.

DIEBOLD, INC., 818 Mulberry rd., S. E., Canton 2, O. Rotary filing systems, vertical-visible files, visible binders, safes, vault doors, chests, microfilm equipment. D. A. Maggin, chmn. of bd.; G. H. Bockius, chmn. exec. comm.; R. C. Koontz, pres. and treas.; Ralph Holt, wks. mgr.; L. E. Souers, secy.; G. Johnson, prod. mgr.; A. W. Jackson, bank sales; W. K. Wilson, systems sales; J. J. Gutheinz, adv. and sales, prom. mgr.; Frank Jarvis, serv. mgr.; John Paca, cf. engr.; C. A. Brogden, pur. agt. **Adv. Agcy.**—Jay H. Maish Co., Marion, O.

DIETERICH PRODUCTS CORP., Michigan City, Ind. "Karvisor" (outside sun shade for automobiles), "Kartrol" (automobile stabilizer) and "Karspokes" (wire-wheel embellishers). R. E. Dieterich, pres.; F. A. Werstein, vice-pres., treas.; J. M. Warnimont, sales mgr. **Det. Rep.**—R. H. Haynes, 2711 E. Jefferson ave., Detroit, Mich.

DIETZ CO., R. E., 225 Wilkinson st., Syracuse 1, N. Y. Road, fog and tractor lights; clearance and marker lights; direction signals; dome lights; flares and flare kits; headlights; mirrors and mirror heads; stop and tail lights; parking lights; spotlights. C. J. Wadsworth, sales mgr.; C. F. Marchant, pur. agt. **Adv. Agcy.**—Humbert & Jones, 238 E. 45th st., New York, N. Y.

DILL MANUFACTURING CO., 700 East 82 st., Cleveland 3, O. Tire valves, valve parts, associated items, electric tube repair, vulcanizer and patches. A. P. Williamson, pres., treas.; E. F. Tobold, vice-pres.; B. S. Byall, secy., sales mgr.; C. A. Schlieker, wks. mgr.; H. W. Baker, asst. sales; L. S. Petrovich, adv. mgr.; R. Boyer, chief engr.; C. W. Bonifield, pur. agt., traffic mgr. **Adv. Agcy.**—McDaniel - Fisher - Spelman, Akron, O. A. C. Fisher, acct. exec.

DILLON ELECTRIC CO., 1712 11th st., N. E., Canton 5, O. Man cooling fans. Chas. A. Dillon, pres., gen. mgr.; A. F. Kring, vice-pres., secy.; W. W. Hoenecke, treas.

DINSMORE INSTRUMENT CO., Box 595, Flint 1, Mich. Auto, marine, aviation, magnetic, coat and special compasses. C. B. Dinsmore, pres.; R. C. Dinsmore, vice-pres. and gen. mgr.

(Continued on Page 186)

New LIQUID GLAZE Leads Them ALL!

NO DOUBT ABOUT IT—NEW LIQUID GLAZE offers the finest in quality car finish treatments! Impartial tests by an independent laboratory prove that NEW LIQUID GLAZE provides safer, more scientific cleaning... gives greater gloss and longer-lasting luster than major competitors!*

Only NEW LIQUID GLAZE features a non-abrasive, no-buffing cleaner for new cars. Only NEW LIQUID GLAZE features a sealer that adds a measurable coat of protection to that .003″ of paint surface! Only NEW LIQUID GLAZE features that exclusive finishing touch . . . Color Dress . . . for beauty and brilliance plus!

Moreover, NEW LIQUID GLAZE is the best deal for every new car dealer because it requires less labor and pays more profits! A LIQUID GLAZE car appearance stall can *make more money . . . foot for foot* . . . than any other section of your service department! Write us today, and have a member of our sales staff prove it to you!

**names on request*

LIQUID GLAZE, INCORPORATED • LANSING 6, MICHIGAN

Who's Who in Auto Industry

(Continued from Page 185)

DITTMER GEAR & MFG. CORP., 193-215 Grand st., Lockport, N. Y. Gears, shafts, machined hubs and flanges for automotive transmissions, pumps, etc. A. H. Dittmer sr., pres., gen. mgr.; F. B. Williams, vice-pres.; R. E. Hyatt, secy.; A. H. Dittmer jr., treas.; Frank Serdensky, wks. mgr.; H. M. LaForest, sales mgr.; Robert W. McCarthy, cf. engr.; A. McGovern, pur. agt.

DITZLER COLOR DIV., Pittsburgh Plate Glass Co., 8000 W. Chicago ave., Detroit 4, Mich. Lacquers, enamels, undercoatings, thinners, etc. H. H. Hill, div. dir.; W. H. Hogben, ind. sales mgr.; E. D. Kress, gen. asst. ind. sales mgr.; E. G. Knox, V. G. Schwenke, asst. ind. sales mgrs.; E. H. Heaton, ind. serv. mgr.; Neil A. Fleming, distrib. sales mgr.; Neil W. Vogt, R. L. Smith, asst. distrib. sales mgrs.; L. S. McNally, distrib. serv. mgr.; L. R. Vivian, sales prom. mgr.; B. J. Smith, plant engr.; A. B. Little, pur. agt.; J. H. LaFrance, traf. and whse. mgr.; Marjorie Williams, asst. traf. mgr. **Adv. Agcy.** — Maxon, Inc., Detroit, Mich. P. A. Revelt, acct. exec.

DIVCO CORP., 22000 Hoover rd., Detroit 5, Mich. Door-to-door delivery vehicles. Frank R. Fageol, chrm. of bd.; Ray A. Long, pres. and gen. mgr.; Roy H. Sjoberg, in chge. of sales; John E. Dee, sales mgr.; James H. Spencer, secy.; Nathan Fine, treas.; G. E. Muma, vice-pres. in chge. of production; Frank J. Messing jr., serv. mgr.; Robert K. Jack, cf. engr.; C. R. Tetzlaff, pur. agt.; R. K. MacDonald asst.; Harold C. Ellis, traf. mgr. **Adv. Agcy.** — Frederick M. Lawrence, Detroit, Mich.

DIXIE MACHINE TOOL CO., Div. Avey Drilling Machine Co., P. O. Box 625, Cincinnati 1, O. Brake drum lathes and brake service equipment. P. J. Parker, gen. mgr.; D. G. Parker, sales mgr. **Det. Rep.**—C. P. (Bud) Hoffman, 6432 Cass, Detroit 2, Mich. **Adv. Agcy.** — Venable Brown, Cincinnati, O. George L. Service, acct. exec.

DIXIE TALLYHO, INC., Fairburn, Ga. Truck canopies, seating devices, tire changing apparatus. Alfred T. Pitman, pres.; Y. H. Longino, vice-pres.; Grace P. Dorris, secy.-treas. **Adv. Agcy.** — Crawford and Porter, Atlanta, Ga.

DIXON CRUCIBLE CO., JOSEPH, 167 Wayne st., Jersey City 3, N. J. Lubricating graphite, graphited grease, lube and penetrating oil. E. M. Cabanias, pres.; F. G. Atkinson, vice-pres.; J. P. Templeton, secy.; Warren Zimmer, wks. mgr.; A. J. Zino, sales mgr.; H. E. Ehlers, asst. sales; J. J. Leckie, adv. mgr.; C. R. Tighe, asst.; H. Goecker, pur. agt.; F. Jones, traf. mgr.; H. B. Van Dorn, vice-pres. and pub. rel. mgr. **Det. Rep.**—C. J. Elston, P. O. Box 116, College Park Station. **Adv. Agcy.** — Franklin Fader Co., Newark, N. J. F. Fader, acct. exec.

DOAN MFG. CORP., 1761 London rd., Cleveland 12. Floor mats, splash guards, bushings and grommets, sponge rubber weatherstrip. Tom C. Kravitz, pres., treas., sales mgr.; Isadore A. Kravitz, vice-pres., secy.; William Haber, western dist. mgr.; Leon A. Korman, eastern dist. mgr.; Albert Herschman, adv. mgr., sales prom. mgr.; Irving Sustin, asst.; Edward Gurney, traf. mgr. **Det. Rep.**—Grantello Sales Co., Fort Shelby hotel. **Adv. Agcy.**—Wm. Glazer, Adv. Agcy., Cleveland.

DOCKSON CORP., 3839 Wabash ave., Detroit 8, Mich. Oxy-acetylene welding equipment, head and eye protection. H. E. Piggott, pres., gen. mgr.; J. F. McDevitt, treas.; R. J. Nelson, wks. mgr.; C. W. Piggott, vice-pres., pur. agt. **Det. Rep.**—Howard Williams. **Adv. Agcy.**—F. B. Hubert Co., Detroit, Mich.

DODGE DIV., Chrysler Corp., 7900 Joseph Campau ave., Detroit 31, Mich. Passenger cars, trucks, military vehicles, aircraft propellers and other military equipment. W. C. Newberg, pres.; F. J. Lamborn, vice-pres. and gen. mgr.; L. J. Purdy, vice-pres. and gen. mgr. trucks; Nicholas Kelley jr., vice-pres.; R. C. Somerville, vice-pres., chge. of sales; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; Otto W. Franke, operating mgr.; M. C. Patterson, gen. wks. mgr.; L. F. Desmond, gen. sales mgr.; W. S. Woolsey, sales mgr. trucks; D. T. Stanton, sales supr.; C. A. Templeton, eastern zone mgr.; E. M. Braden, central zone mgr.; E. P. Letscher, midwest zone mgr.; G. A. Orphal, western zone mgr.; R. Ayer, dir. of marketing; W. E. Foraker, dir. of distrib.; B. B. Settle, dir. of serv.; A. E. Horne, adv. mgr. (passenger cars); W. L. Kessinger, adv. mgr. (trucks); B. W. Bogan, cf. engr.; K. C. Deacon, Dodge truck plant operating mgr.; E. J. McPhee, Dodge truck plant mgr.; A. L. Gostow, Dodge forge plant mgr.; R. H. Dungan, Dodge New Castle plant factory mgr.; F. E. Parker, Kokomo plant factory mgr.; G. T. Johnson, Dodge San Leandro plant gen. mgr.; O. T. Hamby, Nine Mile press plant gen. wks. mgr.; J. M. Hutchinson, special assignment, Nine Mile engine dept.; W. G. Tunis, Indianapolis plant operating mgr.; J. E. Brennan, Jet engine plant gen. mgr.; E. A. Petersen, Winfield plant supt. **Adv. Agcy.**—Passenger cars: Grant Advertising, Inc., Chicago and Detroit, John W. Minor, acct. exec.; Trucks: Ross Roy, Inc., 2751 E. Jefferson ave., Detroit. John L. Thornhill, acct. exec.

DOEHLER - JARVIS CORP., Smead ave., Toledo 1, O. Die Castings. F. J. Koegler, pres., gen. mgr.; H. L. Samuels, secy.; G. M. Bendiksen, treas.; E. R. Zabriskie, sales mgr.; H. G. Meyer, asst. sales; E. F. Brissie, adv. mgr.; A. F. Bauer, cf. engr.; C. F. Stein, pur. agt.; M. A. Cox, traf. mgr.; E. F. Brissie, pub. rel. mgr. **Det. Rep.**—J. Ruffin. **Adv. Agcy.**—Albert Frank-Guenther Law, New York, N. Y.

DOLE VALVE CO., 1901-1941 Carroll ave., Chicago 12, Ill. Tube couplings and fittings for gas and oil lines; brass parts to order; thermostats for motor temperature control. John L. Dole, pres.; T. B. Chace, vice-pres.; R. M. Ellis, vice-pres., sales; Stuart G. Phillips, asst. vice-pres., adv. and sales prom. mgr.; A. C. Goodrich, secy.; Robt. J. Pringle, treas.; J. J. Goodwillie, asst. vice-pres.; J. K. Lund, asst. vice-pres.; Cyril Grindrod, vice-pres. and wks. mgr.; E. C. Curtiss, div. sales mgr.; L. Jones, pur. agt. **Det. Rep.**—Elmer Skowbo, c/o Dole Valve Co., Detroit. **Adv. Agcy.**—Walther Buchen & Co. J. Hobart, acct. exec.

DOLPHIN PAINT & VARNISH CO., 922 Locust st., Toledo 3, O. Glass bedding compounds, roof and drain trough sealers, spot welding sealers, air and dust sealers, windshield sealers, waterproofing compounds. C. W. Blum, pres., gen. mgr. and pur. agt.; M. W. Winkle, vice-pres., sales and adv. mgr.; L. E. Comes, secy.-treas.; F. McClelland, wks. mgr. and cf. engr.; B. J. Steger, asst. sales mgr.; J. Lohmeyer, asst. pur. agt.; Wilbur Williams, traf. mgr. **Det. Rep.**—Overmyer Trimming Mat'l Co., 2832 E. Grand blvd., Detroit. **Adv. Agcy.**—Wendt Advertising Agency, Toledo, O. H. A. Wendt, acct. exec.

DO-RAY LAMP CO., INC., 1458-64 S. Michigan ave., Chicago 5, Ill. Stop, backup, fog, dome, tractor, clearance and marker lights, emergency lamps, directional signals, oil and electric flares, reflex reflectors, truck mirrors. S. M. Dover, pres. treas., gen. and sales mgr.; E. J. Rothman, vice-pres.; M. Levenberg, secy. and traf. mgr.; C. Augenstein, wks. mgr.; H. R. Dover, asst. sales mgr.; C. Kruger, pur. agt.; Fred Green, cf. engr. **Det. Rep.**—H. D. Weiss, 2457 Woodward ave. **Adv. Agcy.**—A. D. Schyman, Chicago.

DORMAN PRODUCTS, INC., Court and Sycamore sts., Cincinnati 2, O. Clutch parts, star washers, expansion plugs, studs, springs, cap screws, nuts, bolts. Jack R. Dorman, pres., treas.; Lee Dorman, vice-pres., adv. mgr.; O. H. Coffman, secy., sales mgr.

DORSEY TRAILERS, INC., Elba, Ala. Vans (including refrigerator, produce livestock, grain, furniture), stake and platform trailers, pole trailers, machinery trailers, stump pullers, skidders. C. E. Dorsey jr., pres.; J. V. Wright, vice-pres.; Katherine Dorsey, secy.-treas.; R. A. Sewell, operations mgr.; Horton Fick, sales and adv. mgr.; Mayo Prescott, serv. mgr.; N. M. Norman, cf. engr. **Det. Reps.** — J. Alton Williams, Trussville, Ala.; G. W. Kelley, Augusta, Ga.; A. R. Reece, Ft. Worth, Tex.; W. J. Heusmann, Cincinnati, O.; R. J. Turner, South Bend, Ind.; J. C. Jackson, New York, N. Y.; S. A. Newman, Medford, Mass. **Adv. Agcy.**—Morris Timbes, Inc., 220 St. Michael st., Mobile, Ala.

DOUGLAS CO., THE, 620 12th ave., S., Minneapolis 4. License frames, emblems, chrome insignia. C. T. Skanse, pres.; S. M. Olson, vice-pres., sales mgr. **Adv. Agcy.**—Revere Advertising, Minneapolis.

DOUGLAS & LOMASON CO., 5836 Lincoln ave., Detroit 8, Mich. Grilles, tubular products, seat frames, rolled sections, special stampings, garnish mouldings, glass channels, gravel shields, ash trays. W. K. Lomason, pres., gen. mgr.; T. S. Hough, vice-pres., sales mgr.; C. J. Beck, secy.; C. W. Finnimore, treas.; W. A. Wisckol, wks. mgr.; H. W. Finzel, cf. engr.; R. F. McDonald, pur. agt.

DOUGLAS MFG. DIV. KINGSTON PRODUCTS CORP., Bronson, Mich. Automotive electrical parts; switches and sockets; junction blocks; wire terminals; turn signal, ignition, headlight and foot switches; special electrical parts for original equipment. Paul Johnson, pres.; Harold Irick, secy.-treas.; W. C. Whorley, vice-pres., gen. mgr.; T. W. Drury, sales, adv. and sales prom. mgr.; Nelson Weber, cf. engr.; C. J. Scribner, pur. agt.

DOW CORNING CORP., Midland, Mich. Silicone rubber (Silastic), fluids, oils, greases, resins, varnishes, compounds, mold release agents, defoaming compounds and emulsions, water repellents for textiles and masonry and silicon chemicals. Dr. E. C. Sullivan, pres.; Dr. W. R. Collings, vice-pres., gen. mgr.; Dr. S. L. Bass, asst. gen. mgr.; Dr. E. C. Britton, secy.; C. D. LaFollette, treas.; O. D. Blessing, sales mgr.; C. E. Sanford, asst. sales mgr.; L. S. Putnam, adv. mgr.; R. W. Caldwell, cf. engr.; D. Coultrip, pur. agt.; F. Cleverdon, traf. mgr. **Adv. Agcy.** — Don Wagnitz Advertising, Midland, Mich.

DOW FURNACE CO., THE, 12045 Woodbine ave., Detroit 28, Mich. Controlled atmosphere heat treating furnaces. D. B. Dow, pres., treas.; D. L. Wertz, vice-pres., sales; Floyd E. Harris, vice-pres., engrg.; J. J. Marshall, secy.; L. Cosner, asst. gen. mgr., pur. agt., asst. treas. **Adv. Agcy.**—R. C. Spinning, Inc., Detroit 2, Mich. C. F. Pineau, acct. exec.

DOYLE VACUUM CLEANER CO., 225 Stevens st., S. W., Grand Rapids 2, Mich. Automotive vacuum cleaners. Dewey I. Doyle sr., pres., treas., gen. mgr.; Dewey I. Doyle jr., vice-pres., sales mgr.; Clara O'Shaughnessy, sales prom. mgr.; B. I. Braunschneider, pur. agt. **Adv. Agcy.** — Jaqua Co., Grand Rapids, Mich. G. D. Richter, acct. exec.

DREW & CO., INC., E. F., 15 E. 26th st., New York 10, N. Y. Radiator cleanser, radiator stop leak, liquid and powder car wash, silicone type polishes, rust inhibitor and water pump lubricant, carburetor and parts cleaner, degreasers, penetrating fluid, diesel fuel oil treatment, hydraulic brake fluid, crankcase cleaner, floor cleaners, cutting oils, vapor degreasers, steam cleaning compounds, products for rubber industry. Ernest F. Drew, pres.; H. G. Bissinger sr., vice-pres.; Robert Dodd, secy.-treas.; G. H. Kent, exec. vice-pres.; Lee H. Smith, mgr., automotive div.; Wayne S. Frey, jobbers sales mgr.; Wm. Metzger jr., midwest jobbers sales mgr.; G. H. Schaible, prod. mgr.; S. H. Fellows, pur. agt.; W. S. Devine, traf. mgr. **Det. Rep.**—A. M. Grant, Hotel Tuller, Detroit. **Adv. Agcy.**—Aitken-Kynett Co., 1400 So. Penn sq., Phila., Pa.

DRUGE BROS. MFG. CO., 888 92nd ave., Oakland 3, Calif. Air gauges, radiator fillers, blow guns, brake fluid guns, quick couplers, hand gauges. Dan O. Druge, pres.; Fern E. Druge, vice-pres.; F. Merle Kirkland, secy.; Milan T. Fell, asst. gen. mgr.; Harry Johnston, sales mgr.; M. E. Steward, asst. gen. sales mgr.

DRY CLIME LAMP CORP., Greensburg, Ind. Infrared paint baking equipment. M. N. Kanouse, pres.; L. E. Kanouse, vice-pres. **Adv. Agcy.** — Tevie Jacobs Advertising, Morris Plan bldg., Indianapolis.

DRYDEN RUBBER DIV., Sheller Mfg. Corp., 1014 S. Kildare ave., Chicago 24, Ill. Molded and extruded mechanical goods, sponge rubber goods, rubber and metal adhesion goods, hard rubber goods, heels and soles, friction and rubber tape. O. G. Vinnedge, vice-pres., gen. mgr.; H.

(Continued on Page 187)

Why leading diesel engine builders say—

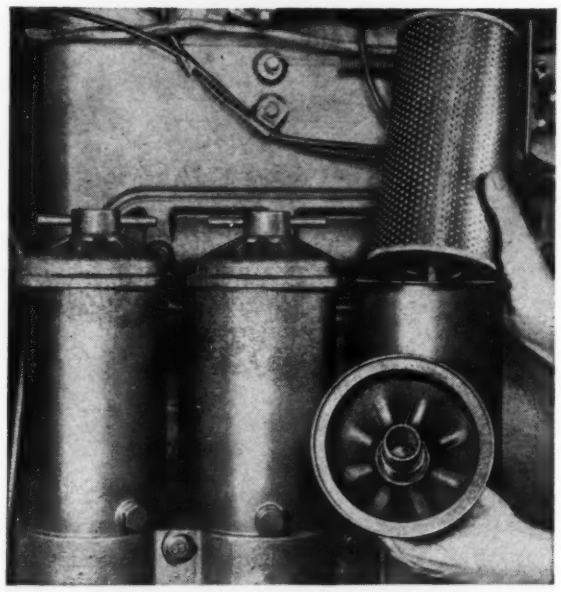
It's *Purolator** for Full-Flow!

- **Full-flow rates within practical filter dimensions:** Purolator's famous "accordion-pleated" Micronic* filter element has up to ten times more filtering area than old-style filters—gives high flow rates in a minimum of space.
- **Ultra-micronic filtration:** High flow rates are, of course, meaningless unless effective filtration is maintained, too. Electron micrographs prove that the Purolator Micronic filter stops particles down to *submicrons*—.0000039 in.!
- **Maximum dirt storage capacity:** The pleated design of the Micronic filter element provides many times more dirt storage space than old-style filters. This important advantage means uniform, efficient performance and a lengthy service life.
- **Minimum pressure drop:** The Purolator Micronic filter element introduces a remarkably small pressure drop in the lubricating system . . . permitting pumps of practical size and simple type.
- **Will not remove or absorb additives:** With Purolator Micronic filtration, you keep *all* the oil quality you pay for. The Micronic filter element will not strip additives . . . an important advantage with HD and heat-resistant oils

Modern engines with full-flow lube systems . . . which filter *all* the oil at each pass through the engine . . . demand the best in filters. And most leading makers of diesel engines and vehicles agree that the best is *Purolator** . . . a fact proved over and over by their own impartial tests.

The story's the same with gasoline engines, too! The world's best known producers of passenger cars, trucks, tractors, earth-moving equipment, and stationary engines have found Purolators best . . . and install them as standard factory equipment.

If you are contemplating new designs or modifications of existing ones, remember . . . there's a well-engineered and use-tested Purolator for *any* filter application, including fuel oil, gasoline, hydraulic fluid, and water. Write for the Purolator catalog issued for your special field.



Purolator Micronic Filters in a typical Diesel full-flow installation. Although the Purolator Micronic filter elements measure only 4½ in. by 9 in., *each one filters 9 gallons of oil per minute*, giving a total of 27 g.p.m. for the complete filter unit.

PUROLATOR PRODUCTS, INC.
Rahway, New Jersey, and Toronto, Ontario, Canada
Factory Branch Offices: Chicago, Detroit, Los Angeles

*Reg. U.S. Pat. Off.

PUROLATOR
MICRONIC OIL FILTER
"FIRST IN THE FIELD OF FILTERING"

Who's Who in Auto Industry

(Continued from Page 186)

C. Sommer, sales mgr.; P. E. Young, cf. engr.; J. Groot, pur. agt. **Det. Rep.**—I. W. Robertson, H. P. Bemis, D. F. Canham and A. C. Spierling, 8-158 General Motors bldg.

DUNLOP TIRE & RUBBER CORP., Buffalo 7, N. Y. Tires, tubes, Dunlop pillofoam. E. B. Germain, pres., treas.; Girard Hammond, vice-pres. (sales); H. H. Van Valkenburg, vice-pres., secy.; G. H. Crawford, vice-pres., compt.; J. H. Swalm, vice-pres. (mfg.); H. E. Eldien, vice-pres. research and devel.; L. D. Hartford, sales mgr.; Rowland Davis, adv. mgr.; E. A. Eldridge, cf. engr.; F. C. Fischer, traf. mgr. **Adv. Agcy.**—Landsheft & Barber, Inc., Liberty Bank bldg., Buffalo.

DUPLEX TRUCK CO., 830 E. Hazel st., Lansing 4, Mich. Heavy duty motor trucks, gasoline and Diesel engine-driven generating sets. A. Langenbacher, pres., treas.; A. C. Pratt, vice-pres., gen. mgr.; H. L. Walker, vice-pres. in chge. of sales; G. A. Schell, secy.; Glen P. Shaw, serv. mgr.; J. J. Schramek, mech. engr.; G. L. Hagren, elec. engr.; Edward Smith, pur. agt.

DUPLI-COLOR PRODUCTS CO., INC., 2440 S. Michigan ave., Chicago 16, Ill. Automotive and household touch-up, Dupli-Color pigmented car polish, Dupli-Color touch-up spray gun, spark plug compressor and tire pump, Dupli-Color air sander, krome-fix, carfix. Sigmund E. Edelstone, pres.; W. V. Dunlop, sales mgr. **Det. Rep.** — Grantello Sales Co., 18501 Detroit ave., Cleveland, O. **Adv. Agency.**—Burlingame-Grossman, Chicago, Ill.

DU PONT DE NEMOURS & CO., E. I., INC., Finishes Div., Wilmington 98, Dela. Lacquers, enamels, a complete line of finishes for use by automotive manufacturers and refinishers. Crawford H. Greenewalt, pres.; E. S. Nickerson, gen. mgr. fabrics and finishes dept.; H. R. Lounsbury, dir. of sales (finishes div.); R. R. Allen, sales mgr. (refinish sales); S. L. Johnston, sales development mgr. (adv.); L. M. Davis, asst. sales development mgr. (adv.). **Det Rep.**—R. C. Williams (Sales Mgr. Auto Mfrs. Sales), General Motors Bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. C. E. T. Scharps, acct. exec.

DU PONT DE NEMOURS & CO., E. I., INC., Polychemicals Dept., Wilmington 98, Del. Plants at Arlington, N. J.; Washington, W. Va.; Belle, W. Va.; Victoria, Tex., and Orange, Tex. "Lucite" acrylic resin, nylon, "Alathon" polyethylene resin, "Teflon" tetrafluoroethylene resin, "Butacite" vinyl acetal resin safety-glass interlayer, "Zerone" and "Zerex" antifreezes. E. D. Ries, gen. mgr.; E. F. Schumacher, dir. sales; J. C. Moore, mgr. sales prom. **Det. Rep.**—Parke Woodworth, General Motors bldg., Detroit 2, Mich. **Adv. Agcy.** — Batten, Barton, Durstine & Osborne, Inc., 383 Madison ave., New York 17, N. Y. C. E. T. Scharps, acct. exec.

DURA-BOND, INC., 1355 N. Main st., Ann Arbor, Mich. Brake bonding, equipment for brake reline service. Robert Langford, pres.; George Langford, treas.; M. Doll, wks. mgr.

DUREZ PLASTICS & CHEMICALS, INC., 1935 Walck rd., North Tonawanda, N. Y. Phenolic molding compounds and resins. Harry M. Dent, pres.; John F. Snyder, vice-pres., secy.-treas.; Carl Meyers, wks. mgr.; A. W. Hanmer jr., vice-pres. in chge. of molding compounds; Robert E. Dodd, vice-pres. in chge. of resin sales; Herbert S. Spencer, adv. mgr.; Dr. Walter Prahl, dir. of research and development; Charles W. Selover, pur. agt.; Donald A. Barth, traf. mgr. **Det. Rep.**—R. W. Marsh, 503 Stephenson bldg., Detroit 2. **Adv. Agcy.** — Comstock & Co., Buffalo, N. Y. John B. Morton, acct. exec.

DURKEE-ATWOOD CO., 215 N. E. 7th st., Minneapolis 13, Minn. Fan, FHP and industrial belts, radiator hose, sponge rubber stripping, molded auto door and trunk gasket, inner tubes, frost shields, automotive chemicals, friction and rubber tape. H. C. Atwood, chmn. of bd.; E. P. Atwood, pres., treas.; D. F. Pratt, vice-pres.; D. F. McConnon, secy.; C. T. Stafford, mgr. jobber sales; A. J. Traun, gen. special sales; R. G. Budson, mgr. ind. sales; K. Van Auken, traf. mgr.; W. K. Freed, pur. agt.; C. F. Walz, cf. engr.; G. C. Brown, cf. chemist. **Det. Rep.**—W. F. De Longe, 5478 Cass ave., Detroit, Mich. **Adv. Agcy.**—Walker Advertising, Minneapolis, Minn. Harold Walker, acct. exec.

DURO METAL PRODUCTS CO., 2649 N. Kildare ave., Chicago 39, Ill. Mechanics' hand tools. W. H. Odlum, pres.; Martin Tveter, vice-pres. and gen. mgr.; S. Bishop, wks. mgr.; R. E. Behlen, sales mgr.; Karl Paine, cf. engr.; J. Fisk, pur. agt. **Det. Rep.**—H. Kitchen, Richmond, Ind. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill. Mr. Stevens, acct. exec.

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E. A. LABORATORIES, INC., 144 Spencer st., Brooklyn, 5, N. Y. Automotive hot water heaters, horns, sirens, electric windshield cleaners, bicycle accessories, fractional horsepower motors. John M. Aufiero, pres., gen. mgr.; John A. Aufiero, vice-pres.; Michael A. DeRosa, secy.; E. M. Aufiero, treas., mgr.; R. A. Picard, adv. mgr.; N. Masone, pur. agt.; F. Mezzadri, traf. mgr. **Adv. Agcy.**—Picard Advertising Co., New York, N. Y.

EAGLE-OTTAWA LEATHER CO., Grand Haven, Mich. Upholstering leather. Julian B. Hatton jr., vice-pres., treas., and gen. mgr.; E. K. Ellis, sales mgr., adv. mgr.; Milton E. Burr, asst. sales and adv. mgr.; E. O. Harbeck, secy., pur. agt.; Charles Mulder, traf. mgr. **Det. Rep.**—Automotive Materials Corp., Fisher bldg., Detroit, Mich.

EAGLE-PICHER CO., American bldg., Cincinnati 1, O. Automotive body solders, automotive radiator solders, tinning compound. T. Spencer Shore, pres.; Wm. R. Dice, vice-pres. and compt.; W. F. Murdock, vice-pres. and gen. mgr. (metallic prod. div.); Carl A. Geist, secy.-treas.; W. F. Murdock, sales mgr.; E. L. Gouedy, adv. mgr.; W. F. McCarthy, asst. adv. mgr.; R. E. McCormack, pur. agt.; Earl Cannon, asst. pur. agt.; A. L. Kreamelmeyer, traf. mgr. **Adv. Agcy.**—Needham, Louis & Brorby, Inc., 135 S. LaSalle st., Chicago 3, Ill. Noel Turner, acct. exec.

EATON MANUFACTURING CO., 739 E. 140th st., Cleveland 10, O. General personnel: C. I. Ochs, chmn. of bd.; H. J. McGinn, pres.; R. H. Daisley, vice-pres., dir. of mfg.; M. P. Winther, vice-pres., dir. of engrg.; H. C. Steussy, secy.; H. S. Ide, treas.; V. Cada, mgr. of pur.; H. B. Peck, adv. mgr. Detroit address: 9771 French rd., Detroit 13. **Adv. Agcy.**—Erwin & Wasey & Co., Inc., New York; (nat.) Julian Snyder, acct. exec.; Clark & Rickerd, Inc., Detroit (trade paper); L. A. Clark, acct. exec.

Axle div., Cleveland, O.: Front and rear axles for trucks, single and double reduction axles. G. W. Veale, gen. mgr.; Stewart Walls, factory mgr.; H. D. Mixer, sales mgr.; B. M. Burns, serv. mgr.; G. W. Carlson, cf. engr.; O. O. McKibben, pur. agt. **Det. Rep.**—J. R. Bartholomew, 18001 James Couzens hwy., Detroit 35, Mich.

Foundry div., Vassar, Mich.: Gray iron casting. E. C. Hoenickle, gen. mgr.; E. L. Waterhouse, resident mgr.; E. V. Neeb, sales mgr.; L. C. Johnson, pur. agt.

Heater div., Cleveland, O.: Automobile and truck heaters and defroster units. C. C. Bradford, gen. mgr.; F. W. Edwards, sales mgr.; H. Charles Simons, cf. engr.; E. W. Forster, pur. agt.

Pump div., Marshall, Mich.: Pumps. F. H. Mott jr., gen. mgr.; R. W. Inman, plant mgr.; W. R. Eames, cf. engr.; C. R. Palmer, pur. agt.; E. S. Witchger, sales mgr.

Reliance div., Massillon, O.: Spring Lock washers, springtites, snap rings, cold drawn steel. E. D. Cowlin, gen. mgr.; R. B. Little, sales mgr.; D. R. Keagy, cf. engr.; M. T. Bantz, pur. agt. **Det. Rep.**—H. R. Hanna, 504 Maccabees bldg., Detroit 2, Mich.

Saginaw div., Saginaw, Mich.: Hydraulic valve lifters, tappets, valve seat inserts. H. F. Russell, gen. mgr.; M. D. Archangeli, sales mgr.; L. A. Jahn, cf. engr.; V. L. Larsen, pur. agt.

Spring div., Detroit, Mich.: Chassis leaf and coil springs. F. I. Goodrich, gen. mgr.; B. H. Blair, cf. engr., leaf springs; M. C. Turkish, cf. engr., coil springs; L. A. Kruger, pur. agt.

Stamping div., Cleveland, O.: Gasoline, oil and hub caps, bumper guards. R. E. Fisher, gen. mgr.; A. Cole, cf. engr. **Det. Rep.**—D. F. Brawn, sales mgr., 18001 James Couzens hwy., Detroit 35, Mich.

Valve div., Battle Creek, Mich.: Valves, poppet, sodium cooled valves, jet engine blades. H. I. Dyer, gen. mgr.; M. D. Archangeli, sales mgr.; J. B. Smith, pur. agt.; Oscar Hedlund, cf. engr.

Dynamatic Corp., Kenosha, Wis.: Variable speed couplings, punch press drives, oil well draw works brakes, dynamometers, motors. F. L. Hopf, gen. mgr.; J. E. Stein, works mgr.; H. P. Lundskow, dir. of engrg.; B. J. Ketchum, pur. agt.

Eaton Automotive Products, Ltd., London, Ont., Canada.: Automotive parts, heaters and defroster units. A. C. Pullen, gen. mgr.; L. R. McCallum, sales mgr.; W. D. Howe, pur. agt.; K. V. Bilton, plant engr.

ECHLIN MANUFACTURING CO., 220 East st., New Haven 5, Conn. Automotive electrical parts. J. E. Echlin, pres. and gen. mgr.; E. J. Sambrook, vice-pres., wks. mgr.; D. B. Pardo, secy.; Wm. E. Schulz, treas.; C. E. Little, sales prom. mgr.; A. E. Moeller, serv. mgr.; E. A. Nordberg, cf. engr.; W. J. Maloney, pur. agt.; B. E. Sibley, traf. mgr. **Det. Rep.** — A. T. Thorn, 14885 Kentfield ave., Detroit. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

ECLIPSE MACHINE DIV., Bendix Aviation Corp., Oakwood ave., Elmira, N. Y. Starter drives and associated starting devices, Stromberg carburetors, coaster brakes. M. P. Ferguson (Bendix Aviation Corp., Detroit), pres.; H. A. Gossner (Detroit), secy.; W. H. Houghton (Detroit), treas.; M. P. Whitney (Elmira), gen. mgr.; F. Mattfeld (Elmira), factory mgr.; Roy C. Allan, dir. of sales and adv.; sales mgr.; R. S. Johnson (Bendix drives), L. F. Freiberg (carburetor), H. C. Bush (Bendix drive and coaster brake parts); R. E. Fink, serv. mgr.; chief engr.; F. T. Christian (drives and brakes), A. H. Winkler (carburetors); F. H. Wurth, pur. agt.; R. E. Campbell, asst. pur. agt.; J. Lamb, traf. mgr.; W. A. Mara, Detroit (Bendix), pub. rel. mgr. **Det. Reps.**—R. S. Johnson and L. F. Freiberg, 8-205, 8-211, General Motors bldg., Detroit 2, Mich.

(Continued on Page 190)

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CAR MAKERS' CHRONOLOGY

Buick

Year	Model	Production	Price Range	Factory Buildings	No. of Employes	MILESTONES
1952	1952 1953	303,660 17,388 321,048	$1,033.65 to $3,643.73	93	22,906	Buick completed its new V-8 engine plant in 1952 and added an additional 650,000 square feet of floor space to its facilities in Flint in the form of a new jet engine plant. Total facilities in Flint now amount to nearly 10,000,000 square feet, double the size of the plant at the end of World War II.

Cadillac

Year	Type of Cars Produced	Body Style	List Price	Total Sales to Dealers	MILESTONES
1952	Cadillac 62	2-Door	$3,295.33	90,715	Cadillac celebrates its Golden Anniversary, introducing 1952 models with higher horsepower, new four-barrel carburetor and dual exhaust, and Cadillac Power Steering.
	Cadillac 62	4-Door	3,384.26		
	Cadillac 62	Convertible	3,829.72		
	Cadillac 62	Coupe de Ville	3,690.57		
	Cadillac 60S (Fleetwood)	4-Door	3,968.68		
	Cadillac 75	8-Pass. Sedan	4,987.54		
	Cadillac 75	Imperial	5,187.93		

Chevrolet

Year	Production	Models	MILESTONES
1952	1,334,800	12 passenger car models and 73 trucks on 10 wheelbases to blanket the light and medium commercial car field. New engone mounts and carburetion among 1952 passenger car features, with color and harmonious trim options most lavish in company history. Advertised delivered price of four-door sedan, $1,670.	Despite government material restrictions, production topped million mark for fourteenth year, again putting Chevrolet in first place in passenger cars and trucks. Progress on armament contracts included manufacture of first aircraft engines and volume output of shells, tank gear assemblies and truck parts.

Chrysler

Year	Models	Total Sales All Units	Price Range	Factories	MILESTONES
1952	Chrysler Windsor Chrysler Windsor Deluxe Chrysler Saratoga Chrysler New Yorker Chrysler Imperial Chrysler Crown Imperial DeSoto Deluxe DeSoto Custom Dodge Coronet Dodge Meadowbrook Dodge Wayfarer Plymouth Cranbrook Plymouth Cambridge Plymouth Concord Dodge "Job-Rated" Trucks Dodge "Route Van" Dodge "Power-Wagon"	1,114,228	Plymouth Coupe, $1,490.11 to Chrysler Crown Imperial Limousine, $6,520.74.	Adelaide, Australia Amplex-Harper Amplex, Trenton, Mich. Antwerp, Belgium Atlanta, Ga. Chatham, Ont. Chrysler Detroit Tank Plant Chrysler Engineering Proving Grounds, Chelsea, Mich. Chrysler-Jefferson Chrysler-Kercheval Cycleweld Plant, Trenton, Mich. Dayton, Ohio DeSoto Plant DeSoto Warren Ave. Dodge Forge Dodge Main Dodge Truck Evansville, Ind. Helena, Ark. Highland Park Indianapolis, Ind. Jet Engine Plant John R Plant Kansas City, Kans. Kokomo, Ind. London, England Los Angeles, Cal. Lynch Road Marysville, Mich. McKinstry Newark, Del. New Castle, Ind. New Orleans, La. Nine Mile Press Plant Plymouth Regina, Sask. San Leandro, Cal. Trenton, Mich. Windsor, Ont. Winfield Plant	Expansion of plants and facilities continued during 1952 with completion of new tank plant at Newark, Del., new engine plant at Trenton, Michigan and new MoPar parts plant in Centerline, Mich.; start of construction on Engineering Proving Grounds near Chelsea, Mich.; and completion of 1,600,000 square feet of new working area in company's two West Coast plants. Company was again assigned to operate production facilities at Detroit Tank Arsenal (July) and tank engine production began at Michoud Ordnance plant in May. R. T. Keller named general manager of corporation's tank manufacturing operations. Other defense items in production included air raid sirens; aircraft hulls, propellers and parts; Dodge army trucks; range finders; marine and industrial engines. Employment rose to record 133,000, and cars and trucks were produced to limit of government restrictions. Introduction of 1953 passenger cars was highlighted by complete restyling of entire line. Revolutionary new V-8 engines were introduced on DeSoto (February) and Dodge (October) cars, and new 400 Horsepower V-8 race car engine introduced in speedway tests. Fresh air automobile air conditioning introduced, and two new experimental "idea cars" shown: the C-200 Sports Convertible and the "Special" Sports Coupe. First public showing of new Phaeton parade cars. More than 9,000,000 persons visited "New World's in Engineering" show, which toured the country. Board chairman K. T. Keller awarded Masonic Order's highest award, the Gourgas Medal, and named "Industrialist of the Year" by Society of Industrial Realtors. September marked the passing of C. E. Bleicher, president and general manager of DeSoto Division, and L. Irving Woolson named to succeed him. D. S. Eddins retired as president of Plymouth Division, and John P. Mansfield elected Plymouth president. Corporation announced the election of C. B. Thomas, Carl J. Snyder, Robert W. Conder and James Cope as vice-presidents.

Ford

Year	Model	Price	MILESTONES
1952	Passenger cars: Lincoln, (all 8-cylinder): Cosmopolitan series, 6-passenger four-door sedan, 6-passenger sport coupe; Capri series, 6-passenger four-door sedan, 6-passenger hard top coupe, 6-passenger convertible coupe; Mercury (all 8-cylinder): Custom series, 6-passenger two-door sedan, 6-passenger four-door sedan, 6-passenger sport coupe; Monterey series, 6-passenger four-door sedan, 6-passenger hard top, 6-passenger convertible coupe, 8-passenger four-door station wagon; Ford, Mainline series, 3-passenger 6 and 8-cylinder business coupe, 6-passenger 6 and 8-cylinder tudor, 6-passenger 6 and 8-cylinder fordor, 6-passenger 6 and 8-cylinder ranch wagon; Customline series, 6-passenger 6 and 8-cylinder tudor, 6-passenger 6 and 8-cylinder fordor, 6-passenger 6 and 8-cylinder club coupe, 8-passenger, 8-cylinder country sedan; Crestline series, 6-passenger, 8-cylinder Victoria, 6-passenger, 8-cylinder Sunliner, 8-passenger, 8-cylinder Country Squire station wagon	From $1,399.83 (suggested list price) for Ford Mainline 6-cyl. inder business coupe to $3,699 (suggested list price) for Lincoln Capri convertible coupe.	Cleveland foundry began operations. Dual-purpose Lincoln-Mercury Division assembly and aircraft parts plant at Wayne, Mich., completed. Canton Forge Division launched expansion program. Lincoln-Mercury Division began construction of jet engine plant at Romulus, Mich. Livonia, Mich., tank plant completed. Aircraft Engine Division began shipments of Pratt-Whitney R-4360 engines from Chicago. Keel of 647-foot ore ship, "William Clay Ford," laid at River Rouge, Mich. Ford Division's Claycomo, Mo., wing plant completed. E. S. MacPherson named vice-president, engineering. William Clay Ford appointed manager of special product operations. S. W. Ostrander named vice-president, basic products group. Company's participation in national defense program expanded during year with supplemental contracts for aircraft engines and components, tanks, and other war materials.

Hudson

Year	Models	Total Production	Model and Price	MILESTONES
1952	Hudson Pacemaker Custom Hudson Wasp Hudson Commodore 6 Hudson Commodore 8 Hudson Hornet	Total 70,500 (includes Canadian Production)	21 Models — Pacemaker Custom 3-passenger coupe $1,910.14 to Hornet Convertible Brougham $3,037.64.	Hudson Hornet captured every AAA stock car record. Held NASCAR and AAA stock car championships. Won 47 national stock car titles.

Kaiser-Frazer

Year	Models	Production	Price Range	Plants	No. of Employes	MILESTONES
1952	K-530 K-531 K-534 K-535 K-5321 K-5324 K-5325 K-5334 (HJ) K-5344 (HJ) A-330 A-340	75,292	$1,499 to $2,644 (A.D.P.)	Willow Run, Mich. Portland, Ore. Detroit, Mich. Jackson, Mich. Shadyside, Ohio Richmond, Calif. Oakland, Calif. Dowagiac, Mich. Nashua, N. H.	19,300	K-F further diversified its manufacturing operations with the addition of a plant at Nashua, N. H., operated by a subsidiary, Kaiser-Sanders Electronics Division, for electronics research. Production of automobiles at the Willow Run main plant continued as output of C-119 cargo planes for the Air Force swung into high gear in a separate section of the giant factory. Meanwhile, production of air frame components and aircraft engines continued at plants in Detroit and Dowagiac, Mich., and at Oakland and Richmond, Calif. The Shadyside, Ohio, press plant added a classified military contract to its regular production of stampings for Kaiser, Henry J and Allstate automobiles. The 1953 models of K-F cars were placed in production in October, and plans to produce a sports model with a body of Fiberglas-reinforced plastic were announced. Total K-F employment hit a new peak toward the end of the year.

Nash

Year	Total Car Units Produced	Range of Prices: Lowest Base Price	Range of Prices: Highest Base Price	Average Number of Employes	MILESTONES
1952	152,298	$1,842	$2,829	14,830	Introduced new 1952 Nash Ambassador and Statesman models, styled by Pinin Farina, renowned European custom body designer of Turin, Italy. Farina is under exclusive American contract to Nash Motors. Introduced Farina-styled Nash-Healey sports car. The Nash-Healey sports car, powered by the Nash Ambassador Dual Jetfire engine, won first place in its class and third among all entries in the 1952 Le Mans (France) 24-hour sports car race. Continental tire mount offered as optional equipment on Nash Ambassador, Statesman and Rambler models for the first time. Expanded several zone facilities throughout the U. S. Added new parts and accessories warehouses in the field.

Oldsmobile

Year	Model	Total Production	Price*	Employes (U.S. Only)	MILESTONES
1952	Deluxe "88" Super "88" Classic "98"	228,469	$2,261.62 to $5,715.00	13,000	Oldsmobile introduced the Autronic-Eye, automatic headlight dimmer, and GM power steering on 1952 models. In April, Oldsmobile completed one year of producing 3.5-inch rockets, with shipment of 2,250,000 rockets during that period. B. N. Barber and J. E. Straud were appointed assistant sales managers in May. It was announced in July that Oldsmobile would introduce Frigidaire air-conditioning on its 1953 models. The 1,000,000th "Rocket" high-compression engine was produced in August. Machinery began moving into the new Oldsmobile jet engine plant in July; the plant was completed in September and pilot line operations began in December.

*Factory delivered price at Lansing.

Packard

Year	Total Production	Model and Price	Average Employes During Year	MILESTONES
1952	62,921	"200" Four Door Sedan, $2,588; "200" Club Sedan, $2,534; "200" Deluxe Four Door Sedan, $2,735; "200" Deluxe Club Sedan, $2,681; Packard Clipper Sportster, $2,795; Packard Mayfair, $3,268; Packard Convertible, $3,476; "300" Cavalier, $3,234; "300" Patrician, $3,735.	11,032	Packard board of directors announced May 12 election of James J. Nance, former president of Hotpoint, Inc., General Electric affiliate, as new president. Nance, one of the nation's leading manufacturing and sales executives, immediately embarked on a revitalization program, moving to assemble a young, energetic management team. Packard began general expansion in all areas of business in increasing number of dealers and increasing production. In November Nance announced Packard's return to the luxury car field which the company formerly dominated. Two lines of cars were produced for 1953: Packards for the fine car field and a new line of Packard Clippers at medium prices.

Pontiac

Year	Models	Total Sales to Dealers	Price	Factory	Employes	MILESTONES
1952	Chieftain 6 Chieftain 8	20,225 257,915	$1,788.36-$2,451.61 $1,858.45-$2,521.61	6 assembly plants 1 main plant	16,000	General Manager Arnold Lenz and wife die as car hits train. Robert M. Critchfield named general manager. H. E. Crawford named sales manager. Material curtailment brings production down to low point since 1948. Four defense programs on schedule, amphibious cargo carrier (Otter), dual 40 mm. cannon, 4.5-inch rockets, secret project (announced in November). Employment highest since 1950, due to defense programs.

Studebaker

Year	Models	Price	Sales	Employes (U.S. Only)	MILESTONES
1952	Champion Commander Land Cruiser	$1,734.90* to $2,547.92*	233,198 (Cars and Trucks)	20,080**	The company celebrated its 100th anniversary on Feb. 16, 1952. Sales amounted to $585,313,447.63, an all-time high. Production of J47-ST25 turbo-jet engines was launched in September. More than $27,000,000 was appropriated for new tooling and equipment for the production of Studebaker's 1953 models introduced early in January, 1953.

*With standard equipment, factory delivered price in South Bend. **Average for year.

Willys-Overland

year	Total Sales	MILESTONES
1952	168,216 (Cars and Trucks)	Manufacture of the first 1,000,000 jeeps and related utility vehicles was completed March 19. Sixth major vehicle contract from U. S. Ordnance Corps since June, 1949, was signed March 28 for $149,000,000 worth of jeeps, with options for a total of $178,000,000, which is the largest single order for jeeps ever awarded by any branch of the armed forces. A streamlined jeep for the armed services was introduced May 16, marking the first significant appearance change in the vehicle in 12 years. First complete set of landing gears for Fairchild Flying Boxcar was shipped June 21. Hickman Price Jr., was named president of the Willys-Overland Export Corp. The company, celebrating its Golden Jubilee during 1953, got an early start by introducing its 1953 line. The 50th anniversary date was Feb. 12, 1953. John W. Snyder, former U. S. secretary of treasury, was elected vice-president in charge of finance, and Gerry Lyons was named vice-president in charge of sales.

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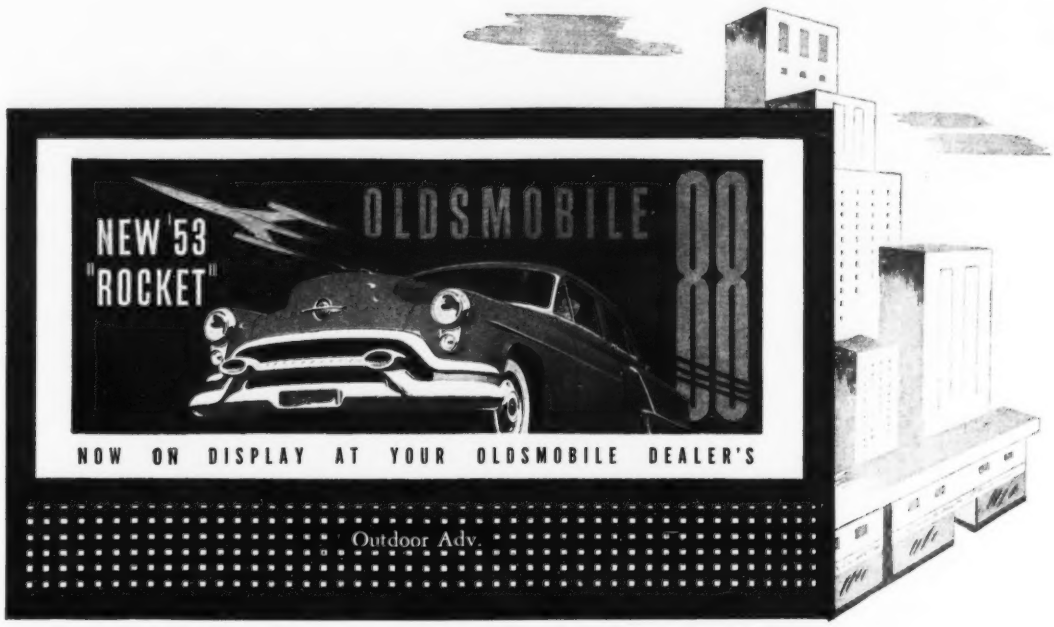

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Who's Who in Auto Industry

(Continued from Page 187)

Adv. Agcy.—MacManus, John & Adams, Fisher bldg., Detroit, Mich.

EDELMANN & CO., E., 2332 Logan blvd., Chicago 47, Ill. Hydrometers, battery fillers, servicers, ignition timing lights, battery service kits, brass fittings, tools, jobbers and dealers brass fitting assortments, flexible lines, etc. R. Edelmann, pres.; Will Freeman, secy.; J. Swift, wks. mgr.; K. R. Reifenberg, sales mgr.; H. J. Lutz, pur. agt.; Martin Roth, traf. mgr. **Adv. Agcy.** — Burglingame Grossman, Chicago, Ill.

EDISON, THOMAS A., INC., Automotive Div., Belleville Turnpike, Kearny, N. J. Lead-acid storage batteries. Henry G. Riter III, pres.; Benjamin F. Morris, vice-pres., gen. mgr.; Paul J. Christiansen, secy.; Frederick W. Roh, treas.; A. A. Manchester, wks. mgr.; John R. Sheen, sales mgr.; Samuel Schaeffer, adv. and sales prom. mgr.; Ralph I. Bost, cf. engr.; Robert B. Lockhart, pur. agt. **Det. Rep.**—M. W. Johnson, 20501 Rosemont rd.

EDRO CORP., THE, P. O. Box 584, New Britain, Conn. Glare filters for night driving. Dr. Peter Bartlewski, vice-pres.; Alphonse Szewczul, pres.; Roman Galinski, secy.-treas. and sales mgr.

EDWARDS IRON WORKS, INC., 2901 So. Main st., South Bend 23, Ind. Truck trailers, truck bodies and truck equipment. E. A. Sommers, vice-pres., chge. of sales, adv. mgr.; J. E. Beaudway, vice-pres., chge. of mfg.; Leon Hermann, trailer mfg.; E. C. Chrapek, secy.-treas., pur. agt.; Frank Kovatch, serv. mgr.; G. M. Stephens, parts and acct. mgr.; B. Davis, cf. engr.; C. J. May, traf. mgr. **Adv. Agcy.** — Lincoln J. Carter Adv. Agency, 405 Sherland bldg., South Bend, Ind. L. J. Carter, acct. exec.

EDWARDS TRAILER CO., Div. of Edwards Iron Works, So. Bend, Ind., 23500 Sherwood, Centerline, Mich. Semi-trailers. Lyle Carnick, pres.; Art Carnick and Leon J. Herman, vice-presidents; E. C. Chrapek, secy.-treas.; Leon J. Herman, gen. mgr.; Clark Galvin, wks. mgr.; Dale M. Vredenburg, sales mgr.; B. G. Davis, chief engr.; Charles M. Burke, pur. agt. **Det. Rep.**—Dale M. Vredenburg, 23500 Sherwood, Centerline, Mich. **Adv. Agcy.**—Wolf, Jickling, Conkey, Detroit 26, Mich.

EIS AUTOMOTIVE CORP., N. Main st., Middletown, Conn. Hydraulic brake parts, hydraulic brake fluid, hydraulic brake master cylinders, hydraulic brake wheel cylinders, brake cables, brake tools and emergency brake pawls and sectors. E. I. Schwarz, pres.; J. W. Gilfix, treas.; M. L. Schwarz, vice-pres.; B.M.S., secy.; Ross Chastain, sales mgr.; C. Kress, pur. agt. **Adv. Agcy.**—Furman Co., Inc., New York City.

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ELECTRA MFG. CO., 2537 Madison ave., Kansas City 8, Mo. Voltage regulators, generator cut-outs, headlight and horn relays, starter switches, dimmer switches. John D. Cassidy, pres.; R. I. Seymour, vice-pres., adv. mgr.; W. A. Walters, wks. mgr.; Rupert Jarboe, cf. engr.; F. R. Jones, pur. agt. **Adv. Agcy.**—R. J. Potts-Calkins & Holden, Kansas City, Mo. R. M. Robinson, acct. exec.

ELECTRIC AUTO-LITE CO., Toledo 1, O. Batteries, bumpers, castings (gray iron), die castings (aluminum base and zinc base), fuel pumps, generators, governors, horns, hub caps, ignition, instruments and gauges, lighting, metals (deep-drawn, formed and formed), motors oil filters, plastics, plastic and metal combinations, regulators, relays, resistor and regular spark plugs, spring covers, starting motors, switches, windshield wipers, wire and cable, wiring assemblies, magnet wire. Royce G. Martin, pres., chmn. of bd.; D. H. Kelly, vice-chmn., vice-pres.; B. A. Fay, vice-chmn., vice-pres.; H. E. Hasemeyer, exec. vice-pres.; J. B. Fenner, vice-pres., compt.; C. M. Adams, Harry G. Call, J. A. Cappi; F. H. Drummond, J. P. Falvey, T. W. Flood, R. M. Lake, C. L. Lancaster, J. H. Lambrix, L. H. Middleton, J. A. Minch, J. R. Padesky, C. W. Pound, D. B. Stratton, R. Twells, L. A. Wine, vice-presidents; I. O. Goodnight, treas.; F. J. Kennedy, secy.; G. A. Kessel, asst. compt.; Russel McGee, asst. secy., asst. treas.; W. E. Blank, sales mgr. (battery div.); H. R. Butts, sales mgr. (mdse. div.); J. A. Shank, mgr. (parts and serv. div.); D. J. Holmes, traf. mgr.; D. B. Seem, adv. mgr. **Det. Off.**—New Center bldg. **Adv. Agcy.** — Space: Ruthrauff & Ryan. Tod Reed, acct. exec. Radio and television: Cecil & Presbrey, Tom Maloney, acct. exec.

ELECTRIC AUTO-LITE COMPANY, Wire and Cable div., 3529 24th st., Port Huron, Mich. Vehicle electrical parts. R. G. Marton, pres.; D. H. Kelly, vice-pres.; F. H. Kennedy, secy.; I. O. Goodnight, treas.; W. W. Kesteloot, wks. mgr.; D. M. Skirving, sales mgr.; K. L. Gackel, asst. sales; D. B. Seem, adv. mgr.; F. H. Wetzel, cf. engr.; G. L. Blessing, pur. agt., traf. mgr.; R. A. Cooley, acct. mgr.; Tom Jones, pub. rel. mgr. **Adv. Agcy.** — Ruthrauff & Ryan, Inc., Detroit, Mich.

ELECTRIC SPRAYIT CO., 1415-25 Illinois ave., Sheboygan, Wis. Air compressors (stationary), compressor paint sprayers, portable air compressors and paint sprayers. J. R. Duncan, pres., gen. mgr.; Louis F. Watermulder, secy.-treas.; G. Hannes, wks. mgr.; Arthur K. Atkinson jr., sales mgr.; Hugo E. Esch, adv. mgr.; J. Ourada, serv. mgr.; F. D. Ditch, cf. engr.; John S. Burress, pur. agt.; Erwin Ball, traf. mgr.; Charles A. Troxel, pub. rel. mgr. **Det. Rep.**—A. E. Sparling, 12133 Coyle ave. **Adv. Agcy.**—Camm, Costigan & Seitz, Milwaukee, Wis. Kenneth H. Seitz, acct. exec.

ELECTRIC STORAGE BATTERY CO., 42 So. 15th st., Philadelphia 2, Pa. Storage batteries for all types of automotive equipment and aircraft. S. W. Rolph, pres.; C. F. Norberg, exec. vice-pres.; Roland Whitehurst, L. E. Lighton, vice-presidents; H. C. Allan, secy.-treas.; H. Y. Kinard, compt.; H. J. Von Pionski, mgr. automotive mfg.; Roland Whitehurst, sales mgr.; R. L. Sommerville, asst. gen. sales mgr. A. N. Dingee, adv. and pub. rel. mgr.; S. K. Lessey, serv. mgr.; C. Connell, automotive replacement battery sales mgr.; J. P. Casserly, automotive manufacturer battery sales mgr.; L. E. Wells, cf. engr.; K. W. Green, pur. agt.; B. R. Loeper, traf. mgr. **Det. Rep.**—M. W. Turner, 8051 W. Chicago blvd. **Adv. Agcy.**—Geare-Marston, Inc., 22nd and Locust sts., Philadelphia, Pa. N. W. Geare and John E. Rooney, acct. execs.

ELECTRO-CHEMICAL PRODUCTS CORP., 60 Franklin st., East Orange, N. J. Chemical compounds for auto seat and seat covers. Robert G. Walcutt, pres.; Herbert A. Bodkin, vice-pres.; Albert Creighton, secy.; John Walcutt, chief engr. **Det. Rep.**—R. J. Shugarman & Associates, Toledo, O. **Adv. Agcy.** — United Advertising Agency, Newark, N. J.

ELECTRO PRODUCTS CO., 445 E. 189th st., New York 58, N. Y. Tachometers, testers for coils, condensers, distributors, exhaust gas analyzers, mileage testers. P. O. Stewart, gen. mgr. and engrg.; A. J. Florio, sales mgr.; K. A. Stewart, asst. sales mgr.; J. Foggan, serv. mgr.; K. Faber, parts and acc. mgr.; R. Conroy, pur. agt.

ELGIN MACHINE WORKS, INC., 412 No. State, Elgin, Ill. Automotive replacement parts. Martin Skok sr., pres. and gen. mgr.; Martin Skok jr., vice-pres.; Frances Skok, secy.; Frieda Burren, treas. **Adv. Agcy.**—Wayne Rogers, 57 E. Jackson blvd., Chicago, Ill.

ELKHART WELDING & BOILER WORKS, INC., 2132 S. Main st., Elkhart, Ind. House trailer chassis and boltfast hitches. A. M. Bock, pres. and gen. mgr.; G. L. Bock, vice-pres.; Virginia J. Bock, secy.; Wallace B. Bock, wks. mgr.

ELLIS MILLS, INC., A. D., Monson, Mass. All-wool upholstery fabrics, broadcloths, Bedford cords. D. W. Ellis, pres.; W. H. Hodgman, vice-pres. and gen. sales mgr.; L. S. Farr, secy.; D. W. Ellis jr., treas. **Det. Rep.**—L. J. Colby, 710 Fisher bldg.

EMEROL MANUFACTURING CO., INC., 242 West 69th st., New York 23. Lubricants. B. N. Pierce, pres.; W. C. Pierce, asst. gen. mgr. **Mich. Rep.**—Ward A. Pifer, 405 Riley st., Lansing 10. **Adv. Agcy.**—Hilton & Riggio, Inc., 4 West 58 st., New York, N. Y. Joe Quin, acct. exec.

EMPIRE PRODUCTS CO., 1747 Abbott st., Detroit 16, Mich. Shafts—spline, shoulder, step, threaded, etc., automatic turning and grinding. Norm Kilgour, pres. and gen. mgr.; E. S. Ellis, vice-pres.; Lawrence Schwartz, secy.; J. Gruskin, treas.

ENGINEERING DIV., CHRYSLER, CORP., 12800 Oakland ave., P. O. Box 1118, Detroit 31, Mich. Complete engineering service (including design and testing of all Chrysler Corp. automotive products). Members of the Engineering Board: James C. Zeder, chmn., vice-pres., and dir. of engrg. and research, Chrysler Corp., pres., Chrysler Institute of Engrg.; P. C. Ackerman, exec. engr., laboratories; H. E. Chesebrough, cf. engr., car bodies; A. B. Couture, exec. engr., experimental; C. E. Davy, dir. of engrg. operations; A. G. Herreshoff, exec. engr., development design; G. J. Huebner jr., exec. engr., missile development; P. J. Kent, exec. engr., electrical; E. P. Lamb, exec. engr., trucks; A. G. Loofbourrow, cf. engr., car chassis; W. H. MacDuff, bd. secy.; Karl Pfeiffer, cf. engr., laboratories; F. W. Slack, exec. engr., car chassis and ordnance; U. L. Thomas, exec. engr., car bodies; L. R. Baker, dir. Chrysler Institute of Engrg.; H. R. Steding, dir. department of technical data and information.

ENGINEERING & RESEARCH CORP., Riverdale, Md. "Erco" truck bodies. L. A. Wells, pres.; Milton King, vice-pres. and secy.; W. G. Carroll, treas.; W. L. Greene, vice-pres. and gen. mgr.; Fred W. Ruehl, sales mgr.; T. Bolling, serv. mgr.; R. F. Richards, pur. agt. **Adv. Agcy.** — Louis E. Schecter Advertising Agency, Baltimore, Md. Jack L. Levin, acct. exec.

ENGLER INSTRUMENT CO., 250 Culver ave., Jersey City 5, N. J. Travel log for commercial vehicles and industrial machinery, hubodometers and hour log. Howard G. Engler, pres., secy.; Clifford E. Engler, vice-pres., sales mgr.; Charles H. Engler, treas.; Victor Stuart, wks. mgr.

ENGWALD CORP., 357 Lafayette ave., New York 5, N. Y. Exhaust systems and spray booths. Alfred W. Engelmann, pres. and treas.; Gene L. Love, vice-pres., gen. mgr. and cf. engr.; Haidy Zoeller, secy.; Martin W. Siegel, wks. mgr.; Francis R. Woods, asst. sales mgr. **Adv. Agcy.**—Engwald Corp., New York, N. Y.

EQUIPTO DIV., Aurora Equipment Co., Aurora, Ill. Steel shelving, parts bins, counters, sales tables, work benches, tool toters, stock karts, toolroom equipment. John C. Dunham, pres.; Floyd D. Keck, vice-pres.; M. L. Dunham, secy.; Paul Streit, dir. of sales; Jack Rice, pur. agt.; Louis P. Esser, traf. mgr. **Adv. Agcy.**—Vernon S. Weller, Chicago, Ill.

ERIE MFG. DIVISION, Pressed Steel Car Co., Inc. Sales Office: J & H Sales Co., 75 E. Wacker dr., Chicago 1, Ill. Bumper and grille guards, metal stampings, Erie continental-type rear deck kit. Jerry E. and Harold Poncher, dir. of sales. Factory address: 235 E. 33rd st., Chicago 16, Ill. **Adv. Agcy.**—Burton Browne, Chicago, Ill.

ERO MANUFACTURING CO., 714 W. Monroe, Chicago 6, Ill. Automobile seat covers, luggage carriers and covers, wedge cushions. Harry M. Sears, pres.; Chas. D. Satinover, secy.; Howard F. Leopold, treas.; J. Schnadig, gen. mgr.; Guy Austin, cf. engr.; N. M. Gordon,

(Continued on Page 191)

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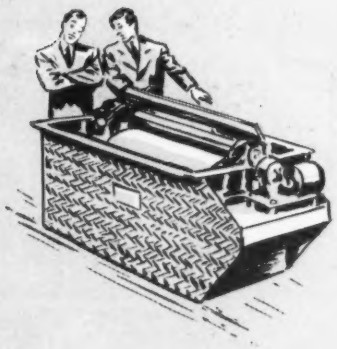

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PARKER-WOLVERINE DIVISION: Metal Stamping • Bonderizing • Parkerizing • Parco-Lubrizing Enameling • Wood Graining • Lacquering

Who's Who in Auto Industry

(Continued from Page 190)

pur. agt. **Adv. Agcy.** — Central Advertising Agency, Chicago, Ill.

ETHYL CORP., 100 Park ave., New York 17, N. Y. Gasoline antiknock compounds, diesel fuel ignition improver, salt cake, ethylene dichloride, sodium (metallic), chlorine (liquid), oil soluble dye, benzene hexachloride (technical), lindane. E. L. Shea, pres.; J. A. Costello, M. P. Murdock, J. H. Schaefer and B. B. Turner, vice-presidents; S. T. Crossland, vice-pres., treas.; J. J. Frey, asst. vice-pres., sales; H. R. Berg, gen. mgr., antiknock sales; R. B. Weston, mgr., adv. and sales prom.; W. K. McCulloch, asst. mgr., adv. and sales prom.; F. A. Howard jr., chge. of adv.; D. J. Chapman, mgr. of sales prom.; J. B. Macauley, dir. of research; R. K. Scales, dir. product application; D. M. Guy, dir. tech. service; B. R. Jones, mgr. passenger car div.; H. J. Woods, pur. agt.; J. E. Boudreau, dir. pub. rel. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, 383 Madison ave., New York 17, N. Y. Bayard Pope, acct. exec.

EVANS PRODUCTS CO., 13101 Eckles rd., Plymouth, Mich. Auto-loaders, D-F loaders (freight cars), space heaters, water heaters, furnaces, truck and bus heating and ventilating equipment, frostguard, Evaneer plywood, Douglas fir lumber, molded plywood products, chair backs, battery separators, pallets, metal stampings. E. S. Evans jr., pres.; R. B. Evans, (aircraft and new products development); W. G. Webb, (loading and stampings div.) E. W. Marchand, (Plymouth plant operations), vice-pres.; J. M. Russell, controller; G. M. Shueder, cf. engr.; E. W. Peterson, (loading div.); F. A. Keihn, vice-pres. (bus and truck heating and vent. div.), G. Faurie, (heating and appliance div.); W. J. Richie, (West Coast div.), sales mgrs.; J. W. Cheetham, dir. of pur.; Wm. Prisk jr., serv. mgr.; S. Hudson, mgr. adv., sales prom., pub. rel.

EXCEL CORP., 1120 N. Main st., Elkhart, Ind. Car vent wings, sash assemblies; trailer sash; bus sash; truck vent wings and door sash; radiator grilles. Harold Edwards, pres.; D. L. Rutter, exec. vice-pres.; O. Edwards, secy.; L. W. Fritz, treas.; H. E. Ruppert, sales mgr., trucks, bus; R. E. Flanders, sales mgr., auto div.; T. W. Holt jr., vice-pres., of prod.; R. Henriksen, pur. agt.; J. R. Wiley, pub. rel. mgr.

EXCELLO ACCESSORIES MANUFACTURERS, 81 Madison ave., Hempsted, N. Y. Brass compression, flared, inverted flared, double compression and pipe thread fittings, flexible gas, oil, grease, vacuum and oil filter lines; copper gas and oil lines; copper tubing; tubing equipment, hydraulic brake parts and stop light switches. Arnold E. Alberga, pres., sales mgr.; Henrie C. Alberga, vice-pres.; William G. Alberga, asst. sales mgr.

EX-CELL-O CORP., 1200 Oakman blvd., Detroit 32, Mich. Standard precision boring, turning and facing machines; special purpose production machines; precision thread grinders; tool grinders; Jet blade finishing machine, vertical precision boring machines, vertical precision contouring machines; lapping machines; hydraulic power units; grinding spindles; broaches and cutting tools; drill jig bushings; aircraft and miscellaneous production parts; dairy equipment. H. Glen Bixby, pres. and gen. mgr.; James K. Fulks, exec. vice-pres.; Milton B. Montgomery, vice-pres. in chge. of mfg.; Donald H. McIver, vice-pres. in chge. of industrial sales; George D. Scott, vice-pres. in chge. of pure-pak sales; Earl E. Conlin, secy.-treas.; Donald N. McPherson, asst. secy.; Jack Mustard, Robt. W. Ford, Herbert A. Knack, asst. sales mgrs.; Arthur E. Schulz, adv. mgr.; Norman A. Heidt, serv. mgr.; Gilbert D. Stewart, cf. engr.; Fred D. Sicklesteel, pur. agt. **Adv. Agcy.**—Holden Clifford Flint, Inc., Detroit, Mich. Dick C. Flint, acct. exec.

EXECUTONE, INC., 415 Lexington ave., New York 17, N. Y. Intercommunication systems, sound systems, voice paging and industrial music. P. H. Seaman, pres.; N. A. Karr, vice-pres.; C. Walter, sales mgr.; H. Federbush, adv. and sales prom. mgr. **Det. Rep.**— Executone Co. of Detroit, 7425 W. Warren ave., Detroit 10, Mich. **Adv. Agcy.**—Joseph Katz Co., New York City.

F

F & B MFG. CO., 4248 W. Chicago ave., Chicago 51, Ill. Complete line of automotive ignition replacement parts for all makes of vehicles. John Filko, pres.; Harold Rapp, treas.; C. D. McKim, sales mgr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago 6, Ill.

FABRIC MFG. CO., INC., 205 Thomas st., Newark 5, N. J. Automobile seat covers and carpeting. H. Genis, pres.; J. G. Abrams, sales mgr.

FABRICON PRODUCTS, INC., 1721 Pleasant ave., River Rouge 18, Mich. Cardboard and waterproof trim panels; glove box and dash insulator assemblies; sound deadening felts and insulation materials. Wm. A. Fisher, chmn. of bd.; L. A. Fisher, pres. and gen. mgr.; Donald Holm, sec.; J. N. Tincknell, treas.; G. T. Abel, gen. mfg. mgr.; J. A. Martin, sales mgr. (automotive div.); R. D. Halford, sales mgr. (waxed paper and cellophane div.); F. Altman, cf. engr.; J. E. Steiner, dir. pur.; T. Godbold, traf. mgr. **Plastic Div.** Custom moulding of finished items using Fiberglas and polyester plastic resins. Plastic impregnated materials for laminating industry. C. L. Keller, gen. mgr.; J. T. Galvin, sales mgr.

FACIT, INC., 500 5th ave., New York 36, N. Y. Calculators, typewriters, adding machines. Erick A. Ohlsson, pres. and gen. mgr.; Carl Gronhagen, secy., asst. to pres.; Bengt Ljungvist, serv. mgr. **Adv. Agcy.**—Anderson & Cairns, Inc., 488 Madison ave., N. Y. Lansing Moore, acct. exec.

FAFNIR BEARING CO., Booth st., New Britain, Conn. Ball bearings, ball bearing power transmission units, ball and roller railway journal bearings. Maurice Stanley, bd. chmn.; S. M. Cooper, pres.; G. F. Atwater, secy., asst. treas.; A. G. Way, treas.; C. G. Rosenswelg, vice-pres. and wks. mgr.; C. F. Stanley, vice-pres., chge. of sales; D. M. Davidson, asst. sales mgr.; T. L. Hunt, adv. mgr.; F. Leister, vice-pres., chge. of engrg.; H. P. Knowles, pur. agt.; H. D. Rivers, asst. pur. agt. **Det. Rep.**—W. S. Gray, 521 New Center bldg., Detroit. **Adv. Agcy.** — Horton-Noyes Co., Providence, R. I. F. C. Noyes, acct. exec.

FAIRFIELD MFG. CO., Route 52 S. Lafayette, Ind. Differentials, spiral bevel gears, hypoid gears, straight bevel gears, spur gears, helical gears, worm gears. E. M. Heinmiller, pres., gen. mgr., treas.; Mrs. Rochester Baird, vice-pres.; G. S. Swanson, wks. mgr.; D. W. Owens, sales and adv. mgr.; M. L. Munson, chief engr.; W. C. Nichelson, pur. agt. **Adv. Agcy.** — Armstrong Adv. Agency, Chicago, Ill.

FAIRMOUNT TOOL & FORGING, INC., 10611 Quincy ave., Cleveland 6, O. Mechanics' hand service tools. Ralph F. Peo, pres.; A. E. Keating, vice-pres. and gen. mgr.; Leo V. Anthony, sales mgr. **Adv. Agcy.**—Baldwin-Bowers & Strachan, Buffalo, N. Y. Everett Bowers, acct. exec.

FALLS SPRING & WIRE DIV., Standard Steel Spring Co., 12350 E. Nine Mile rd., Van Dyke, Mich. Automobile cushion and back springs, automotive seat frames. John C. Hampson, plant mgr.; Gordon McCririe, sales mgr.; J. F. Karr, pur. agt.

FARGO DIV., Chrysler Corp., 7900 Joseph Campau, Detroit 31, Mich. Fleet sales of Plymouth, Dodge, DeSoto and Chrysler passenger cars; Dodge trucks; Plymouth, Dodge and DeSoto Taxicabs and Army vehicles. R. L. Biggers, pres.; William J. Bird, A. H. Ferrandou, Nicholas Kelley jr., William C. Hanway jr., N. W. Seidel and G. W. Trichel, vice-presidents; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, compt.; J. C. Maddox, exec. asst.; R. B. Christiansen, dir. of serv.; K. W. Burks, government sales department; J. A. Caulfield jr., military serv. mgr.; N. G. Williams, dir. of distrib.; Glenn E. Brugman, fleet serv. mgr.

FASCO INDUSTRIES, INC., 400 Davis st., Rochester 2, N. Y. Hydraulic stoplight switches, circuit breakers. H. P. Toppin, pres.; H. M. Sylvester, secy.-treas., gen. mgr.; R. W. Gysel, wks. mgr.; H. M. Sylvester, sales mgr.; P. M. Byam, cf. engr.; G. J. Andres, pur. agt.; C. L. Anderson, traf. mgr.; L. P. Kruze, pub. rel. mgr. **Det. Rep.**—E. W. Griffith. **Adv. Agcy.**—Charles L. Rumrill & Co., Inc., Rochester, N. Y. W. S. Jensen, acct. exec.

FEDDERS-QUIGAN CORP., 57 Tonawanda st., Buffalo, N. Y. Automotive radiators and car heaters. Salvatore Giordano, pres.; A. F. Ihde, vice-pres.; M. C. Weisman, secy.; A. J. DeFino, gen. mgr.; R. W. Morgan, dir. of engrg.; J. M. Heimerl, pur. mgr.; E. M. Fix, traf. mgr.; R. E. Cassatt, sales mgr.

FEDERAL BEARINGS CO., INC., Fairview ave., Poughkeepsie, N. Y. Ball bearings. George R. Bennett jr., pres., treas., gen. mgr.; Dan G. Fichter, vice-pres., secy.; Fred Horlacher, wks. mgr.; E. C. Sweeney, sales and adv. mgr.; R. L. Denney, asst. sales mgr.; Charles Lansdale, serv. mgr.; Fred Recknagel, cf. engr.; E. Wallin, pur. agt.; L. Christoph, traf. mgr. **Det. Rep.**—Fred Glass, 2640 Book Tower, Detroit, Mich. **Adv. Agcy.**—Fred Wittner Adv., New York, N. Y.

FEDERAL ENGINEERING CO., 850 Oakman blvd., Detroit 6, Mich. Tools, dies, jigs, fixtures and special machines. David M. LeVine, pres.; Saul LeVine, vice-pres. and treas.; Dan M. LeVine, secy. and gen. mgr.; H. C. Behm, cf. engr.; J. Goldman, pur. agt.

FEDERAL LEATHER CO., Main st., Belleville 9, N. J. Coated fabrics for seat covers, car upholstery and convertible tops. Louis M. Plansoen, pres., treas.; Hector Plansoen, vice-pres.; John W. F. Young, secy.; W. Breithaupt, wks. mgr.; C. Surnonte, sales mgr.; Richard Post, adv. mgr. **Det. Rep.**—R. G. Olsen. **Adv. Agcy.**—Iverson & Ford, New York, N. Y.

FEDERAL-MOGUL CORP., 11031 Shoemaker ave., Detroit 13, Mich. Sleeve bearings, bronze bushings, and similar precision parts. H. Gray Muzzy, chmn. of bd.; G. S. Peppiatt, pres.; S. C. Reynolds, senior vice-pres., treas.; E. Olney Jones, vice-pres., secy.; M. A. Hunter, vice-pres. mfg.; R. I. Marquis, vice-pres. industrial rel.; P. J. Potter (Detroit), R. E. Klare, (Greenville and St. Johns), R. W. Muchmore (San Francisco), J. Downing (Mooresville): wks. mgrs.; K. W. Warren, sales mgr. original equip. div.; T. J. Marshall, asst. sales mgr., adv. mgr. (original equip. div.); E. F. Bauman, dir. of purch. **Adv. Agcy.**—Fred M. Randall Co., Detroit 26. H. Ross Mack, acct. exec.

FEDERAL-MOGUL CORP., Service Div., 11031 Shoemaker ave., Detroit 13, Mich. Connecting rod, main and cam bearings, solid and split connecting rod pin bushings, rebabbitted and reconditioned connecting rods, tapered, straight and journal roller bearings, replacement parts. T. L. Camp, gen. mgr. serv. div.; R. K. McConnell, adv. and sales prom. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit 26, Mich. H. Ross Mack, acct. exec.

FEDERAL MOTOR TRUCK DIV., Federal Fawick Corporation, 5780 Federal ave., Detroit 9, Mich. Motor trucks (gasoline and diesel), bus and fire truck chassis. Thomas L. Fawick, chmn. of bd.; Richard S. Huxtable, pres. and gen. mgr. of Cleveland div.; George H. Hammond, exec. vice-pres. and gen. mgr. of Detroit div.; Joseph B. Newman, treas. and asst. secy.; Charles W. Steadman, secy.; Frank J. Mack, asst. secy. and asst. treas.; Miles F. Portlock, gen. sales mgr.; Lewis I. Seaver, asst. gen. sales mgr. and dir. of adv. and sales prom.; George Awtrey, field serv. mgr.; Charles V. Devendorf, parts serv. mgr.; Earl W. Winans, cf. engr.; Herbert H. Penny, pur. agt.; Hamilton N. Rankin, asst. pur. agt.; Ralph A. Desmond, traf. mgr. **Det. Rep.** — Federal Motor Truck Co. (Detroit Branch), 500 E. Forest ave., Detroit 1, Mich. **Adv. Agcy.**—Jay Maish Co., Marion, O. William Ellis, acct. exec.

FEDERAL SCREW WORKS, 3401 Martin ave., Detroit 10, Mich. Nuts, bolts, screws and screw machine products. E. W. Stewart, pres.; B. L. Norton, treas. and vice-pres.; F. J. Sullivan, contl. and secy.; S. R. Booker, vice-pres.; Russell I. Stanton, Detroit gen. mgr.; Helge Johnson, Chelsea gen. mgr.; R. R. Bever, sales mgr.; C. N. Cage, pur. agt. **Det. Rep.**—Federal Screw Sales, 1664 National Bank bldg.

FEDERATED METALS DIV., American Smelting and Refining Co., 120 Broad-

(Continued on Page 192)

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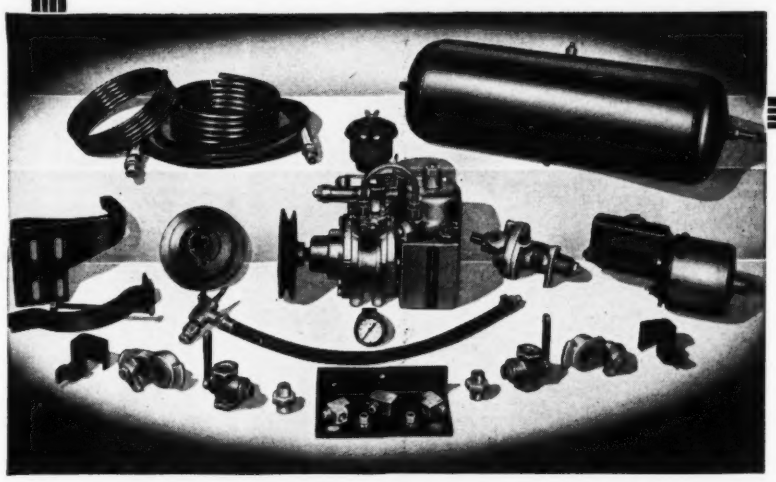

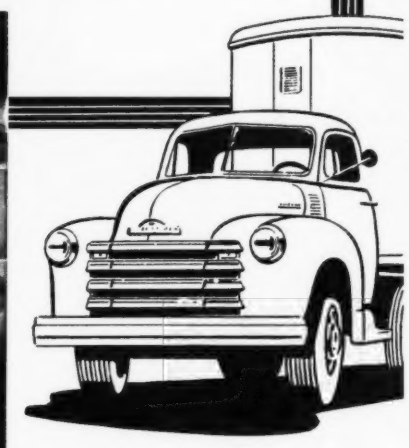

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Who's Who in Auto Industry

(Continued from Page 191)

way, New York 5, N. Y. Non-ferrous metals and alloys. E. L. Newhouse jr., vice-pres.; M. Robbins, gen. mgr.; E. L. Newhouse III, sales mgr.; E. L. Rimbault jr., adv. mgr. **Det. Rep.**—A. Nichamin, 11630 Russell st. **Adv. Agcy.**—John Mather Lupton Co., New York, N. Y. C. E. Walsh, acct. exec.

FELLOWS GEAR SHAPER CO., River st., Springfield, Vt. Gear shapers and cutters, gear shaving machines and shaving tools, gear lapping machines and laps, gear burnishing machines and gears, gear measuring and testing equipment, thread generators, master gears. E. W. Miller, pres.; R. M. Fellows, first vice-pres. and treas.; H. T. Gates, vice-pres. and factory mgr.; G. H. Sanborn, sales and serv. mgr.; H. B. Flinn, pub. mgr.; E. W. Miller, cf. engr.; R. N. Roberts, pur. agt.; P. C. Kittredge, traf. mgr.; John Morton, pub. rel. mgr. **Det. Rep.**—S. S. Barton, 323 Fisher bldg. **Chicago Rep.**—J. G. Whitman, 5835 W. North ave. **N. Y. Rep.**—H. W. Nickerson, 2206 Empire State bldg. **Adv. Agcy.**—Hicks & Greist, New York, N. Y. H. L. Hicks, acct. exec.

FELT PRODUCTS MFG. CO., 1504 Carroll ave., Chicago 7, Ill. Gaskets, oil seals and packings. A. Mecklenburger, pres. and gen. mgr.; L. C. Weinberg, vice-pres. and wks. mgr.; E. H. Mecklenburger, secy.; C. H. Morris, treas.; Elliot Lehman, sales and adv. mgr.; E. Bahnsen, cf. engr.; R. C. O'Keefe, pur. agt.; H. Simpson, traf. mgr.; S. L. McCandless, pub. rel. mgr. **Det. Rep.**—Charles H. Burgess, 19932 Livernois. **Adv. Agcy.**—Van Auken-Ragland & Stevens, 326 W. Madison st., Chicago, Ill. Charles A. Ragland, acct. exec.

FERGUSON, INC., HARRY, Box 322, Roosevelt Park Annex, Detroit 32, Mich. Farm tractors and implements. Harry Ferguson, pres.; Horace D'Angelo, exec. vice-pres. and gen. mgr.; William Alexander, gen. counsel and secy.; Charles F. Herrmeyer, vice-pres. and treas.; Nils H. Lou, vice-pres., tractor plant mgr.; Curry W. Stoup, vice-pres. and gen. sales mgr.; David A. Milligan, domestic sales mgr.; Philip A. Brown, adv. and sales prom. mgr.; Bernhard R. Bermann, serv. mgr.; Herman G. Klemm, vice-pres., cf. engr.; Albert A. Thornbrough, vice-pres. and pur. agt.; James F. May, parts sales mgr.; C. I. Ehinger, traf. mgr.; Gordon K. Zimmerman, pub. rel. mgr. **Adv. Agcy.** — Fuller & Smith & Ross, Cleveland 15, O. Dolph Jansen jr., acct. exec.

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FIDELITY INSURANCE CO. OF TENN., 204 Stahlman bldg., Nashville 3, Tenn. Insurance company: Indemnify automobile auctions and their customers against loss by bad checks. N. C. Maney, pres.; W. H. Blitch, vice-pres.; L. B. Bryant, secy.; C. K. Weekley jr., sales mgr. **Adv. Agcy.** — Noble-Dury & Associates Inc., Vendome bldg., Nashville, Tenn. N. W. Brandon, acct. exec.

FIELDER, P. E., MFG. CO., 405 E. Whaley, Longview, Tex. Custom tailored auto seat covers and headlinings. P. E. Fielder, pres. **Adv. Agcy.**—Morrow Wolf, Longview, Tex.

FILTERZONE AUTO VISION CO., 641 Lexington ave., Brooklyn 21, N. Y. Flexible plastic visors for front windshields and rear windows. Henry I. Sobel, gen. mgr.; Milton Sobel, wks. mgr.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

FILTORS, INC., Port Washington, Long Island, N. Y. Oil filters, replacement elements, electric governors, engine overspeed controls. Cecil P. Molyneux, pres., cf. engr.; Lloyd Aspinwall jr., exec. vice-pres., treas.; Stanley S. Sherriff, vice-pres.; Abner Grossman, secy.; William Rohloff, wks. mgr.; George Lofland, adv. mgr. **Adv. Agcy.** — LaPorte & Austin, New York, N. Y.

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FIRESTONE TIRE & RUBBER CO., 1200 Firestone pkwy., Akron 17, O. Tires; tubes for automobiles, trucks, airplanes, farm tractors and implements, earth-moving equipment, industrial trucks; molded and extruded plastics, plastic filaments, films and sheeting; foamed latex cushioning; elastic rubber yarn; mechanical rubber goods; adhesives dispersions and latex compounds; brake lining; rubber fuel cells; automotive and tractor rims, stampings; stainless steel beverage containers. Harvey S. Firestone jr., chmn., chief exec.; Lee R. Jackson, pres.; J. J. Shea, vice-pres. of finance; Raymond C. Firestone, vice-pres. of research; J. E. Trainer, vice-pres. of prod.; H. D. Tompkins, vice-pres. of trade sales; H. M. Taylor, vice-pres. of mfg. sales; Joseph Thomas, secy., gen. counsel; H. H. Hollinger, treas.; C. A. Pauley, compt.; E. B. Hathaway, sales mgr.; G. V. Mead, mdse. mgr.; L. G. Fairbank, asst. gen. sales mgr.; C. B. Ryan, adv. mgr.; H. H. Waters, dir. of engrg.; R. W. Koch, dir. of pur.; Norman Smith, pur. agt.; R. W. Wettstyne, traf. mgr.; W. D. Hines, pub. rel. mgr. **Det. Mgr.**—D. J. Hutchins, 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—Sweeney & James, Cleveland, O.

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FISH CARBURETOR CORP., P. O. Box 1751, Daytona Beach, Fla. Carburetors, mileage testers. J. Robert Fish, pres. and sales mgr.; Madelyn B. Welsh, secy.; Aelred B. Fish, treas.

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FITZGERALD MFG. CO., Torrington, Conn. Gaskets, oil seals, grease retainers. P. J. Fitzgerald, pres.; M. D. Fitzgerald, vice-pres.; M. F. Fitzgerald, secy.-treas.

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FLEXON PRODUCTS CORP., 249 W. 34 st., New York 1, N. Y. Display and pricing kits for the automotive trade. B. R. Schrift, pres. and gen. mgr., pur. agt.; K. J. MacDonald, vice-pres. and treas.; D. D. McDonald, secy. and wks. mgr.; John J. Murray, sales mgr. **Det. Rep.** — Earl Rose, 15382 Robson ave., Detroit 27, Mich. **Adv. Agcy.**—Picard Adv. Agency, 250 W. 57th st., New York. Wm. Maruin, acct. exec.

FLEX-O-TUBE, Div. of Meridan Corp., 750 14th st., Detroit 16, Mich. Flexible rubber fuel lines, oil lines, brake hose assemblies, hydraulic steering. D. W. Hamilton, vice-pres., wks. mgr.; W. W. Wasson, vice-pres., sales mgr.; P. C. Poole, compt.; M. G. Schwab, asst. sales; L. W. Lewandowski, cf. engr.; T. J. Guirey, pur. agt. **Det. Rep.** — A. W. Palmer, 750 14th st.

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FLINTKOTE CO., 30 Rockefeller Plaza, New York 20, N. Y. Adhesives, anti-squeak compounds, crack sealers, sound deadening felts, spray-on deadeners, underbody coatings, Mastic products, rubber dispersions, rubber cements. I. J. Harvey jr., pres.; P. C. Rowe, exec. vice-pres.; F. H. Neher, vice-pres.; G. K. McKenzie, vice-pres. and secy.; C. W. Gregg, vice-pres. and treas.; H. L. Evans, mfg. mgr.; A. J. Healey, asst. to vice-pres.; H. D. McAneny, dir. of adv.; D. L. Holmes, div. mgr., Industrial Prod. div.; H. R. Zinn, cf. engr.; A. J. ZuHone, pur. agt.; F. D. Hallidy, traf. mgr. **Det. Rep.**—V. J. Hardig and C. T. Bloom. **Adv. Agcy.**—Marschalk & Pratt, Inc., 535 Fifth ave., New York 17, N. Y. A. R. Nickel, acct. exec.

FLOWER CITY SPECIALTY CO., 158 Hollenbeck st., Rochester 1, N. Y. Tire chain links and clamps. Harold J. Nagle, pres.; Reginald A. Nagle, vice-pres., treas.; Herman Ostrye, pur. agt.

FLUID HEAT AUTOMOTIVE DIV., Anchor Post Products, Inc., 6500 Eastern ave., Baltimore 24, Md. Cargo heaters.

(Continued on Page 193)

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(Continued from Page 192)

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FORD MOTOR CO., 3000 Schaefer rd., Dearborn, Mich. Automobiles, trucks, parts. Henry Ford II, pres.; E. R. Breech, exec. vice-pres.; J. S. Bugas, vice-pres. ind. rel.; L. D. Crusoe, vice-pres. Ford div.; J. R. Davis, vice-pres.; I. A. Duffy, vice-pres. purchasing; John Dykstra, vice-pres., aircraft engine, tractor and machine prod. group; Benson Ford, vice-pres. and gen. mgr. Lincoln-Mercury div.; Wm. T. Gossett, vice-pres. and gen. counsel; D. S. Harder, vice-pres. mfg.; S. W. Ostrander, vice-pres. basic prod. group; Ray H. Sullivan, vice-pres. engine and pressed steel group; W. A. Williams, vice-pres. sales and adv.; T. O. Yntema, vice-pres. finance; E. S. MacPherson, vice-pres. engrg.; L. E. Briggs, treas.; F. A. Thomson, secy.; C. F. Moore jr., dir. pub. rel.; A. L. Gornick, dir. tax affairs, tax counsel; R. E. Krafve, exec. asst. Lincoln-Mercury div.; T. R. Reid, dir. office of civic affairs; G. J. Lynch, dir. Washington office, gov't. liaison. **Mfg. Division**—Dearborn Gen. Mfg., J. C. Thrasher, gen. mgr.; Steel, J. K. Sutherland, gen. mgr.; Aircraft Engine, M. T. Murray, gen. mgr.; Highland Park, E. F. Walt, gen. mgr.; Canton Forge, Burt Heinrich, gen. mgr.; Auto. Trans., John B. Lawson, gen. mgr.; Mound Road (Detroit), K. J. Puffer, gen. mgr.; Tractor and Ind. Engine, D. W. Lee, gen. mgr.; Metal Stamping Div., A. J. Hole, gen. mgr.; Engine and Foundry, C. H. Patterson, gen. mgr.; Parts and Equip. Mfg. W. H. Simpson, gen. mgr.; Mfg. Services Div., K. D. Cassidy, gen. mgr.; Tank Div. (Livonia), John A. Swint, gen. mgr. **Adv. Agcy.**—Kenyon & Eckhardt, Penobscot bldg., Detroit, Mich., and J. Walter Thompson Co., Dime bldg., Detroit.

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FOX PRODUCTS CO., 4720 N. 18th st., Philadelphia 41, Pa. Battery chargers, tripod, automatic watering trough valve, other metal specialties. C. A. Godshalk, pres.; E. C. Reichard, vice-pres.; T. P. Townsend, secy. and treas.; D. W. Ogilvie, sales mgr.; L. A. Medlar, design engr.; Manuel Katz, serv. mgr.; J. B. Godshalk, vice-pres., engr.; J. G. Blumenthal, pur. agt. **Adv. Agcy.**—Rolley & Reynolds, Inc., Philadelphia, Pa.

FRAM CORP., Providence 16, R. I. Oil, air, fuel and water filters and replacement cartridges. Steven B. Wilson, pres.; T. H. Belling, exec. vice-pres.; T. Edward Aldham, vice-pres., secy.; James E. Bigwood, vice-pres., treas.; A. F. Pettet, vice-pres., gen. mgr.; Bruce C. Miller, gen. pur. agt.; Howard E. Robinson, vice-pres., chge. of sales.; R. T. Kosten, sales mgr. (jobber div.); Harry K. Nagel, sales mgr. (export div.); Lester F. Barnes, adv. mgr.; W. S. James, vice-pres., chge. of engrg.; William Arnold, traffic mgr. **Mfrs. Sales Div.** — Fram Corp., Dexter 2, Mich. Ralph H. Card, vice-pres.; R. G. Hogan, sales mgr. **Adv. Agcy.**—VanSant, Dugdale & Co., Inc., 15 East Fayette st., Baltimore 2, Md. C. M. Buchanan, acct. exec.

FRANKLIN BODY & EQUIPMENT CORP., 1042 Dean st., Brooklyn 38, N. Y. Ambulances, mobile dental labs, hospitals and blood banks, refrigerated bodies, police patrol units and van bodies. Max Raskin, pres., treas.; Barnett Paricer, vice-pres.; Leon Raskin, secy.; J. Seigel, wks. mgr.; Wm. Raskin, sales mgr.; Barnett Parker, pur. agt.; Daniel Giannetti, traffic mgr. **Adv. Agcy.**—Givaudan Co., New York, N. Y.

FRAZER PRODUCTS CO., 501 W. Chisholm st., Alpena, Mich. Seat covers, floor coverings, rear compartment mats. L. H. Diehl, pres., gen. mgr.; J. L. Barrett, W. E. Ritter, L. H. Diehl jr., vice-presidents; E. W. Diehl, secy.-treas.; H. F. Doolittle, wks. mgr.; R. A. Blanchard, sales and adv. mgr.; C. H. Strauss, pur. agt. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich. Richard Werner, acct. exec.

FREEDOM-VALVOLINE OIL CO., 6th st. and 3rd ave., Freedom, Pa. (an affiliate of Ashland Oil & Refining Co.). Automotive and industrial oils and greases, rust preventives, rust removers. Earle M. Craig, chmn. of bd.; J. Howard Marshall, vice-chmn. of bd.; Everett F. Wells, pres.; Harry I. Johnston, exec. vice-pres.; C. L. Archer, vice-pres., treas., secy.; W. E. Chellgren, cont.; H. J. Dunmire, vice-pres., mgr. bulk sales; W. R. Sphar, adv. mgr.; E. A. Parker, traffic mgr. **Adv. Agcy.**—Fitzgerald Adv. Agency, New Orleans, La. Joseph H. Epstein, acct. exec.

FREEMAN & FREEMAN, INC., 600 Grant st., Denver 3, Colo. Porcelainize. William A. Freeman, pres.; Walter M. Appel, vice-pres.; Mildred A. Freeman, secy.-treas.; Kenneth A. Carter, gen. mgr.; A. E. Bugenhagen, wks. mgr.; **Adv. Agcy.**—George S. Minot, Adv., Alameda, Calif.

FREMONT RUBBER CO., 300 McPherson hwy., Fremont, O. Rubber tile, vinyl plastic cove base, rubber tile adhesive, foam rubber, plastics, sponge rubber rug cushion. R. P. Johnson, chmn. of bd.; A. O. Dittman, pres.; W. C. Gilbertson, vice-pres. sales; Don McLeod, adv. and sales prom.; J. T. Drusback, pur. agt. **Adv. Agcy.**—Beeson-Reichert, Inc., Toledo, O. A. E. Gross, acct. exec.

FRICK-GALLAGHER MFG. C., Wellston, O. Steel shelving, parts bins, rotating bins, rotating nail bins, rotating drill rod racks, rotating tube racks, warehouse tables, pallet racks. Jos. P. Gallagher, pres.; Harold J. Geitz, vice-pres., gen. mgr.; Paul H. Frick, secy.-treas., adv. and sales mgr.; W. S. Phillips, wks. mgr.; E. L. Forstner, asst. sales, adv. mgr.; E. H. Mount, chief engr.; Jos. Carey, pur. agt. **Det. Rep.**—Vern Willard, 6432 Cass ave. **Adv. Agcy.**—John P. Eldridge, 1015 Packard bldg., Philadelphia 2, Pa. John P. Eldridge, acct. exec.

FRIEZ INSTRUMENT DIV., BENDIX AVIATION CORP., 1400 Taylor ave., Baltimore 4, Md. Meteorological instruments, thermistors, liquid level alarms and indicators, recorders. LeRoy D. Kiley, gen. mgr.; John W. Hammond, gen. sales mgr.; L. E. Wood, chief engr.; H. J. Grady, pur. agt.; George Kerr, parts and acces. mgr. **Adv. Agcy.**—MacManus, John and Adams, Fisher bldg., Detroit, Mich.

FRUEHAUF TRAILER CO., 10940 Harper ave., Detroit 32, Mich. Truck trailers, truck bodies, truck tanks. Roy Fruehauf, pres.; H. C. Fruehauf, chmn. of bd.; H. R. Fruehauf, 1st vice-pres.; Roy W.

(Continued on Page 194)

Who's Who in Auto Industry

(Continued from Page 193)

Jacobs, vice-pres., secy.; E. G. Gove, vice-pres., treas.; C. L. Schneider, vice-pres., dir. sales; H. R. Badger, vice-pres. in chge. gov't contracts; F. J. Marschall, serv. mgr.; F. M. Reid, vice-pres., dir. engrg.; Carl Koelsch, dir. pur.; A. L. Rich, traffic mgr. **Det. Rep.**—D. B. Walter, W. Fort and Swain. **Adv. Agcy.**—The Allman Co., Inc., Detroit.

FRY-DULUTH, INC., Duluth, Ga. Seat covers. M. W. Pittard, pres., gen. sales mgr.; V. H. Hoagland, res. mgr.; A. G. Pittard, vice-pres., prod. mgr.

FRY-PRODUCTS, INC., 5765 Woodward, Detroit, Mich. Seat covers. W. L. Fry jr., pres., sales mgr.; Lee Easterman, vice-pres., chief engr.

FULLER MFG. CO., Prouty st., Kalamazoo 13F, Mich. Truck transmissions. J. Seton Gray, chmn. of bd.; E. L. Ludvigsen, pres.; Harold E. Brey, exec. vice-pres.; W. E. Niness, vice-pres., sales; T. Backus, vice-pres., engrg.; E. A. Pullan, secy. and treas.; M. F. Payne, wks. mgr.; J. A. Packard, sales mgr. (original equip.); L. C. Butler, sales mgr. (serv.); B. S. Tooker, serv. mgr.; F. H. Havens, transmission engr.; R. B. World, pur. agt.; J. L. McDonald, asst. pur. agt. **Adv. Agcy.**—Spencer Curtiss, Inc., Indianapolis, Ind.

FULLER TOOL CO., 4000 W. Eleven Mile rd., Berkley, Mich. Special cutting tools of high-speed steel and tungsten carbide. Walter Fuller, gen. mgr.; Wm. Fuller, prod. mgr.; Edward Fuller, sales mgr.; Ernest Fuller, all partners; John Marlin, pur. agt. **Adv. Agcy.**—Marvin Hahn Agency, John Rogers, acct. exec.

FULTON CO., THE., 1912 S. 82nd st., Milwaukee 14, Wis. Sun shields, trailer couplings and hitches, bumper clamps, accelerator pedals, steering knobs, jet aerial boosters, trailer tongue stands, mirror glareshields, traffic light finders, auto garment hanger, frame bumper hitch. S. A. Fulton, pres., treas., gen. mgr.; A. L. Fulton, vice-pres., adv. mgr., asst. gen. mgr.; L. M. Fidler, secy.; B. Weber, wks. mgr.; G. E. Worcester, dir. of sales prom.; Howard Rieman, chief engr.; J. N. Johnson, pur. agt. **Adv. Agcy.**—Bert S. Gittins Adv. Agcy., Milwaukee, Wis.

FULTON SYLPHON DIV., Robertshaw-Fulton Controls Co., 2400 Cumberland ave., Knoxville 4, Tenn. Bellows, bellows devices, seals, automotive thermostats. John Robertshaw, pres.; J. V. Giesler, exec. vice-pres.; J. R. Holcombs, asst. secy.; R. A. Sterling, asst. treas.; L. L. Davies, factory mgr.; S. W. Steele, gen. opr. mgr.; F. G. Cross, vice-pres., sales F. E. Haun, asst. sales mgr.; E. D. Rogers, adv. mgr.; C. W. Lewis, parts and acc. mgr.; L. M. Puster, chief engr.; Raphael Semmes, pur. agt.; F. W. Coker, asst. pur. agt.; J. R. Ruggles, pub. rel. mgr. **Det. Rep.**—G. L. Ogdin jr., 2680 W. Grand blvd., Detroit. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O.

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GMC TRUCK & COACH DIV., 660 South blvd., E., Pontiac, Mich. Light, medium and heavy trucks (gas and diesel). Intercity and parlor coaches (gas and diesel). Parts for above: P. J. Monaghan, gen. mgr.; R. C. Woodhouse, gen. sales mgr. (trucks); E. P. Crenshaw, gen. sales mgr. (coaches); A. S. McEvoy, asst. sales mgr. (coaches); H. T. DeHart, adv. mgr. (trucks); E. Hall, adv. mgr. (coaches); W. L. Vande Water, Eastern reg. mgr. (trucks); J. M. Gilroy, Western reg. mgr. (trucks); R. G. Dailey, sales prom. mgr. (trucks); A. A. Shantz, gen. parts and serv. mgr.; C. J. Bock, cf. engr.; J. P. McManus, dir. of pur.; P. S. McNellis, asst. dir. pur. **Adv. Agcy.**—Kudner Agency, Inc., 575 Madison ave., New York, N. Y.

G. M. MANUFACTURING CO., INC., 1308 43rd ave., Long Island City 1, N. Y. Tire and compression gauges, valve caps, tire valve tools, paint sprayers, rear view mirrors, tire pumps, valve grinders, drills, saws, wrench sets, arbors, chucks, drill attachments, hobby bench grinders, hobby hammers, hobby hand drills, hobby pliers, hobby vise, 3-in-1 screw drivers, plumb bob, 4-in-1 screw drivers, 6-in-1 utility hammer, ball pein; 6-in-1 utility hammer, claw; chisel sets, wood carving sets; faucets, water hose for gardens. Geo. S. Iskyan, pres., treas., gen. mgr.; R. W. Russell, vice-pres., wks. and adv. mgr.; Leo G. Wolfensohn, vice-pres., sales mgr.

GABRIEL CO., 1148 Euclid ave., Cleveland 3, O. Direct acting shock absorbers. John H. Briggs, pres.; L. W. Klein, exec. vice-pres., sales mgr.; C. R. Wefler, secy.-treas.; E. L. Beecher, vice-pres. engrg.; I. J. Samuelson, wks. mgr.; Ralph Whisler, cf. engr.; Howard Guerin, dir. of pur. C. C. Lowry, contr. **Det. Rep.**—E. A. Bachle, 2205 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Hubbell Adv. Agency, 1900 Euclid ave., Cleveland, O.

GAGNIER FIBRE PRODUCTS CO., 10151 Capital ave., Oak Park 37, Mich. Fasteners for attaching trim and insulator panels, mouldings, etc., to metal structure. George E. Gagnier, pres.; F. T. Gagnier, vice-pres.; N. M. McCubbin, secy.-treas.; R. E. Scott, engr.

GALE HALL ENGINEERING, INC., North Hampton, N. H. Mile-o-meters, vacuum gauges, compression gauges. Charlton D. Putnam, pres.; Blair R. Macomber, treas. **Adv. Agcy.** — Central Advertising Service, Boston, Mass. Robert Aronson, acct. exec.

GALION ALLSTEEL BODY CO., S. Market, Galion, O. Hydraulic hoists, platform bodies, hydraulic tailgates, conversion hoists, semi-trailer bodies, garbage bodies, steel dump bodies, telescopic hoists, rock bodies, C. H. Henkel, chmn. of bd.; Oliver C. Henkel, pres., treas., gen. mgr.; Elmer Hedeen, vice-pres., wks. mgr.; W. C. Mason, secy.-treas., gen. mgr.; V. K. Gaston, dir. of sales; Ralph Stevens, sales mgr.; Clayton Howman, asst. sales; E. E. Smalley, adv. and sales prom. mgr.; William Herpich, cf. engr.; Joseph Jack, pur. agt.; C. I. Howman, traf. mgr.; Jules Corvington, pub. rel. mgr. **Adv. Agcy.**—Palm & Patterson, Cleveland, O. C. H. Koester, acct. exec.

GANTNER INDUSTRIES, INC., 5726 Dempster st., Morton Grove, Ill. Metal and plastic Kleenex tissue dispensers, auto Kleen-site for windows and windshields. Edward G. Gantner sr., pres., treas.; Robert J. Gantner, Edward G. Gantner jr., vice-presidents; H. R. White, secy.; A. Klobucar, asst. secy., pur. agt.; John A. Stoeller, asst. treas. and sales mgr. **Det. Rep.**—C. P. Fisken, 718 New Center bldg., Detroit 2, Mich.

GARDNER DISPLAYS CO., 477 Melwood st., Pittsburgh 13, Pa. Exhibits, animated models, training aids, point of sale displays. M. C. Stetter, chmn. of bd.; G. C. Stetter, pres.; J. M. Crookston, secy.-treas.; Emil Egerter, plant supt.; John T. Zezinka, pur. agt.; **Det. Rep.**—Gardner Displays Co., Frank T. Noftz, 810 Book Tower bldg., Detroit 26. **Adv. Agcy.**—W. Craig Chambers, Inc., Pittsburgh 19, Pa. James F. Devine, acct. exec.

GAR WOOD INDUSTRIES, INC., Wayne, Mich. Hydraulic hoists, dump bodies, "load-packer" garbage bodies, truck winches, pole derricks and truck cranes. E. F. Fisher, pres.; E. R. Leeder, exec. vice-pres.; E. B. Hill, vice-pres., secy., chmn. of sales; J. W. Considine, treas.; R. G. Hostetter, dir. ind. rel.; A. F. Dries, adv. mgr., and sales prom.; G. D. Scheffer, vice-pres., cf. engr.

Wayne Division: Wayne, Mich. C. J. Berini, div. mgr.; W. S. Blakeslee, div. sales mgr.; Stan Larson, mgr. ind. rel.; L. J. Krantz, div. serv. mgr.; Thomas Akmon, traf. mgr.

Richmond Division: Forth & Wright sts., Richmond, Calif. J. B. Steed, div. mgr.; F. E. Englander, div. sales mgr.; E. G. Hirtle, cf. engr.; L. H. Butes, div. contlr.; E. H. Bancroft, mgr. ind. rel. **Adv. Agcy.** — Bingham Technical Adv., Detroit, Mich. Wm. Featherston, acct. exec.

GATES RUBBER CO., THE, 999 S. Broadway, Denver 17, Colo. Fan belts, radiator and heater hose for cars and trucks, car mats, truck belts and truck brake hose. C. C. Gates, pres.; John Gates, vice-pres.; E. J. Tesdell, gen. sales mgr.; D. D. Minshall (automotive div.) L. L. Carroll (ind. div.), sales mgr.; Ralph Heckman, adv. mgr.; R. L. Shelton, pur. agt.; W. H. Button, traf. mgr.

GEAR GRINDING MACHINE CO., 3901 Christopher, Detroit 11, Mich. Universal joints (constant velocity); geargrind machines for grinding gears, splines, rods, serrations, etc. Shepard Barnes, pres.; D. D. Felske, vice-pres. sales; I. J. Gruenberg, vice-pres., engr.; Mary M. Scheimer, secy.; L. C. Hatch, treas.; R. J. Welke, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Rolfe C. Spinning, acct. exec.

GEHRINGER & FORSYTH, 16151 James Couzens hwy., Detroit 21, Mich. Wool and synthetic fabrics, genuine leather, decorative plastics, upholstery buttons, nichrome heat resisting castings and fabrications, wire mesh belts. Ray E. Forsyth, pres.; Charles L. Gehringer, vice-pres.; Earl R. Forsyth, treas.

GEM MFG. CO., 2535 E. State st., Chicago 16, Ill. Automobile hood ornaments, bicycle ornaments, auto accessories, automobile grille ornaments. Sam Menashe, pres.; Lillian Menashe, secy.-treas.

GEMMER MFG. CO., 6400 Mt. Elliott ave., Detroit 11, Mich. Steering gears. Frederick M. Hammond, pres., gen. mgr.; Frank E. Phillips, vice-pres. in chge. of sales; Chas. F. Hammond jr., vice-pres. in chge. of engrg.; Edward P. Hammond jr., secy.; William J. Riley, treas.; George Bissett, serv. mgr.; Frank I. Webster, pur. agt.; Robert Berry, asst. **Adv. Agcy.** — Witte & Burden, Detroit, Mich.

GENERAL ARMATURE & MANUFACTURING CO., Lock Haven, Pa., and Mill Hall, Pa. Armatures, generators, starters, field coils, fractional horsepower motors and electric rotating motors designed for special application. E. F. Enright, pres.; W. J. Skamarak, exec. vice-pres., gen. mgr.; A. C. Potratz, secy. and asst. treas., pur. agt. wks. mgr.; K. G. Phillips, treas. and asst. secy., compt.; R. G. Roney, gen. sales mgr.; T. W. Ramsey, cf. engr. **Adv. Agcy.**—Cahn-Miller, Inc., 413 North Charles, Baltimore 1, Md.

GENERAL AUTOMOTIVE SPECIALTY CO., INC., 450 West 31st st., New York 1, N. Y. Switches for starting, lighting and ignition. Ben F. Hermann, pres.; Eugene Herman, wks. mgr.; Abe Jaffe, cf. engr.; Paul Mannina, pur. agt. **Det. Rep.**—Mark L. Berman, 2722 Webb ave.

GENERAL ELECTRIC CO., Nela Park, Cleveland 12, O. All-glass sealed beam headlamps (clear and amber lens), utility lamps, spotlights, truck, miniature signal and utility lamps. F. F. Harroff, vice-pres.; W. H. Robinson jr., adv. mgr.; F. P. Nemec, pur. mgr. **Mgr. Mich. Sales Dist.**—Earl A. Anderson. **Motor City Sales Dist.**—J. W. Fleischer. **Adv. Agcy.** Baton, Barton, Durstine & Osborn, Inc., Cleveland, O. George Cozzens, acct. exec.

GENERAL MOTORS ACCEPTANCE CORP., 1775 Broadway, New York 19, N. Y. Sales financing. John J. Schumann jr., pres.; August Friese, Charles P. Fiske, Wade H. Leach, James D. Deane, G. ArDee Ames, William H. Baldwin, James A. Callan, vice-presidents; James J. Hanley, treas.; William D. Rhew, secy.; Joseph W. Weigert, compt. and auditor. **Adv. Agcy.**—Campbell-Ewald, New York, N. Y.

GENERAL MOTORS CORP., 1775 Broadway, New York 19, N. Y.; General Motors bldg., Detroit 2, Mich. Automobiles, trucks, diesel locomotives, diesel marine engines, aviation motors, electric refrigerators, electric motors and products pertaining thereto. Alfred P. Sloan jr., chmn.; Harlow H. Curtice, pres.; Albert Bradley, Ronald K. Evans, Louis Goad, exec. vice-presidents; Don E. Ahrens, Harry W. Anderson, Charles A. Chayne, Robert M. Critchfield, John J. Cronin, Nelson C. Dezendorf, Frederic G. Donner, Harley J. Earl, Paul Garrett, Edward R. Godfrey, James M. Goodman, John F. Gordon, Harold L. Hamilton, Henry M. Hogan, Ellis S. Hoglund, William F. Hufstader, Thomas H. Keating, Carl H. Kindl, Harry J. Klingler, Philip J. Monaghan, Charles L. McCuen, Edward B. Newill, Cyrus R. Osborn, Edward Riley, Mason M. Roberts, Sherrod E. Skinner, Clarence Stanley, Ivan L. Wiles, Jack F. Wolfram, vice-presidents; George Russell, treas.; Ralph C. Mark, compt.; George A. Brooks, secy.

GENERAL PETROLEUM CORP., P. O. Box 2122, Terminal Annex, Los Angeles 54, Calif. Gasolines, lubricating oils and greases. R. L. Minckler, pres.; C. S. Beesemyer, P. S. Magruder, exec. vice-presidents; G. L. Adams, vice-pres., dir. of mfg.; V. A. Bellman, vice-pres., dir. of mktg.; J. M. Jessen, secy.; J. T. Durkee, treas.; C. H. Wartman, gen.

(Continued on Page 195)

Who's Who in Auto Industry

(Continued from Page 194)

mgr. mktg. dept.; B. F. Ball, sales mgr.; F. C. Meunier, adv. mgr., sales prom.; P. J. Whiteley, pur. agt.; James Ross, asst. pur. agt.; S. A. Ironside, traffic mgr.; W. B. Curtis, pub. rel. mgr. **Adv. Agcy.**—West-Marquis, Inc., 1220 Wilshire blvd., Los Angeles 17, Calif. Ted Stromberger, Jack West, acct. execs.

GENERAL STEEL PRODUCTS CORP., 31-33 Avery ave., Flushing, N. Y. Steel hooks, shelving, automotive parts bins and storage and wardrobe cabinets. Thomas F. Kearns, pres.; Wm. M. Hamilton, vice-pres.; John F. Mahoney, secy.; Gerard F. Kehoe, treas.; Sidney M. Bleecker, gen. mgr.; Henry Maurus, wks. mgr.; S. M. Bleecker, sales mgr.; Wm. Bouwmeester, chief engr.; John J. Conway, pur. agt.; Victor Martinetti, traffic mgr.

GENERAL TIRE & RUBBER CO., 1708 Englewood ave. at Holmes st., Akron 9, Ohio. Automobile, truck, farm, airplane, industrial tires and tubes; jet assisted take-off units; tire fabric; tools and machines; missile rockets; rocket chemicals; plastics; mechanical goods. W. O'Neil, pres., gen. mgr.; C. J. Jahant, D. A. Kimball, H. A. Bellows, T. F. O'Neil, C. F. O'Neil, vice-presidents; Frank W. Knowlton, secy.; T. S. Clark, treas.; A. W. Phillips, mgr. of mfg.; L. A. McQueen, vice-pres. in chge. of sales; A. R. Carr, mgr. automobile tire sales; K. A. Dalsky, comm. sales mgr.; R. H. Harrington, adv. mgr.; S. M. Cramer, asst. adv. mgr.; Dean Lampman, sales prom. mgr.; J. A. Beckett, mgr., Kraft system; D. A. Kepler, pur. agt.; Emil Schnedarek, asst. pur. agt.; J. J. Goldie, mgr. dist.; Richard Bailey, traffic mgr.; E. B. Butler, pub. rel. mgr. **Det. Rep.**—J. A. Wilson, branch sales mgr.; J. J. Mulcahy, mfg. sales., 5919 Cass ave., Detroit, Mich. **Adv. Agcy.**—D'Arcy Adv. Co., Cleveland, O. S. P. Seward, acct. exec.

GEOMETRIC TOOL CO. DIV., Greenfield Tap & Die Corp., Blake and Valley sts., New Haven 15, Conn. Die heads and taps, chasers for geometric die heads and taps, chaser grinding fixtures. H. L. Bill, pres., gen. mgr.; F. O. Mavis, compt.; G. A. Denison, sales mgr.; R. C. Helbig, adv. mgr.; D. P. Robinson, pur. agt. **Det. Office** — 2870 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Channing L. Bete Co., Inc., Greenfield, Mass. Richard R. Bruce, vice-pres., acct. exec.

GERITY - MICHIGAN CORP., 1365 E. Beecher st., Adrian, Mich. Nickel plated automotive parts, magnesium sand castings. James Gerity jr., pres.; Walter C. Lok, vice-pres.; J. Cary Thompson jr., secy.; W. F. Stueve, treas.; Carl Rhoades, wks. mgr.; George S. Scott, vice-pres. and sales mgr. **Adv. Agcy.**—Albert Frank-Guenther Law, Inc., 131 Cedar st., New York 6, N. Y.

GERSTENSLAGER CO., E. Bowman st., Wooster, O. Automotive stampings, custom built bodies (trucks). E. P. Martin, pres. and gen. mgr.; R. K. Shoolroy, vice-pres.; E. M. Martin, secy. and treas.; W. D. Johns, sales mgr.; E. K. Emerson, adv. mgr.; H. F. Stull, pur. agt.; E. M. Gordon, chief engr.; F. Eaton, traffic mgr.

GIBSON MFG. CORP., E. Ninth ave., Longmont, Colo. Tractor and material-handling equipment. Gerald Gidwitz, pres.; M. A. Braun, vice-pres., secy. and treas.; Rudolph Polak, chief engr.; E. A. Umlauf, gen. mgr.; W. L. Cash, pur. agt.; L. H. Terrill, prod. mgr.; R. L. Hansen, per. mgr.

GILBERT & BARKER MFG. CO., Cold Spring ave., West Springfield, Mass. Automotive lubrication equipment (hand and air operated), air compressors, hydraulic lifts, gasoline pumps, oil burners, oil heating equipment. P. H. Bills, pres.; T. C. O'Donnell, exec. vice-pres.; I. C. Jacobs, vice-pres., sales mgr.; E. A. Sundburg, treas.; W. S. Hendry, secy., asst. treas.; A. MacDonnell, asst. to sales mgr.; Lawrence Marchese, sales mgr., serv. station equipment; R. B. White, adv. mgr.; H. O. Grimmelsen, wks. mgr.; H. D. Foss, pur. agt.; W. H. Albro, asst.; R. E. Snider, traffic mgr. **Det. Rep.**—D. F. Gray, 11220 Ashbury st., Cleveland, O. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y. R. W. Van Horne, acct. exec.

GITS MOLDING CORP., 4600 W. Huron st., Chicago 44, Ill. Flashlights, pocket knives, razor knives, switch plates, Protecto - O - Shields, Miro - Lip, historical banks, key containers, chess sets, measuring spoons, letter openers, thimbles, stir sticks and cocktail pics, coasters, hotel key tags, film developing tanks, fog fighters, crystal seal horn buttons, poker chips, toothpick dispensers, luminous house numbers. J. P. Gits, pres. and gen. mgr.; J. A. Gits, vice-pres. and treas.; C. N. Cahill, sales and adv. mgr. J. A. Gits jr., pur. agt. **Adv. Agcy.** L. W. Byrnes Co., Chicago, Ill.

GLADDEN PRODUCTS CORP., 635 W. Colorado blvd., Glendale 4, Calif. Air-cooled engines and motorcycles. John N. Gladden, pres.; J. E. I'Anson, exec. vice-pres.; G. Brashears, secy. and treas.; E. Dave, wks. mgr.; J. Wade Brunson (eng.) sales mgr. and adv. mgr.; Howard Burrell, pur. agt. and pub. rel. mgr.; Howard Forrest, chief engr.

GLASER LEAD CO., INC., 31 Wyckon ave., Brooklyn 37, N. Y. Lead Products Babbitt metals, Body solders, Soldering pastes and salts, radiator acid brushes. Simon Glaser, pres.; Robert Glaser, vice-pres.; Paul Oddo, chief engr. **Adv. Agcy.**—Walter Scott Advertising Agency, 299 Madison ave., New York 17, N. Y. Herbert J. Miller, acct. exec.

GLASS LABORATORIES, INC., 407 Douglass st., Brooklyn 17, N. Y. Magnetic auto utility trays, automobile mirrors. Abraham Shanok, pres.; Jesse P. Shanok, vice-pres.; Victor Shanok, secy.-treas. **Adv. Agcy.** — Furman Co., New York, N. Y.

GLOBE HOIST CO., 1000 E. Mermaid Lane, Philadelphia 18, Pa.; also E. First and Court ave., Des Moines 6, Ia. Hydraulic auto, bus and truck hoists; industrial, production and loading dock lifts and ramp levelers, hydraulic elevators. F. W. Swanson, chmn. of bd.; F. W. Swanson jr., pres.; F. L. Bredimus, exec. vice-pres. and treas.; C. W. Brayton, secy. and dir. of pur.; Argus Leidy, vice-pres. in chge. of export sales and adv.; O. L. Dykstra, asst. treas.; B. M. Long, sales mgr.; automotive div.; Fred Werner, chief engr.; Wallace Stein, plant mgr., Philadelphia; Gerald Talbot, pur. agt. **Det. Rep.**—M. T. Obee, 1412 Stadium blvd., Ann Arbor, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. Marty Goldman and Herbert Brooks, acct. execs.

GLOBE-UNION INC., 900 E. Keefe ave., Milwaukee 1, Wis. Storage batteries, spark plugs. Wyeth Allen, pres.; G. C. French and C. O. Wanvig jr., vice-presidents; Wm. Wanvig, secy.; R. W. Conway, treas.; E. T. Foote, vice-pres. of sales; W. E. Anderson, vice-pres. of battery sales; A. B. Morse, adv. mgr.; L. Hundt, asst.; J. F. Harper, vice-pres. and cf. engr.; S. F. Wasserman, pur. agt.; J. J. Firer, traf. mgr.; H. Wilde, pub. rel. mgr. **Det. Rep.**—J. T. Redmon, Suite 5-168 General Motors bldg. **Adv. Agcy.**—Klau-Van Pietersom-Dunlop-Associates, Inc., Milwaukee, Wis. Earl Swanson, acct. exec.

GLOSTEX PRODUCTS INC., 615 N. Aberdeen st., Chicago 22, Ill. Automobile seat covers. I. Herman, pres.

GOODALL FABRICS, INC., 525 Madison ave., New York, N. Y. Automotive upholstering fabrics and carpets. Elmer L. Ward, pres. and treas.; F. E. Nutter, vice-pres.; E. N. Chamberlain, secy.; Paul Carr, vice-pres. and gen. mgr.; C. A. Callahan, wks. mgr.; G. A. Brown, sales mgr., automotive div.; Charles A. Thompson, adv. mgr.; Chesley Grant, pur. agt.; A. Erlanson, traffic mgr.; Steve Gilligan, pub. rel. mgr. **Det. Rep.**—G. A. Brown, mgr. automotive div., 1703 Fisher bldg., Detroit 2. **Adv. Agcy.**—Ruthrauff and Ryan, New York, N. Y. Kenneth D. Stewart, acct. exec.

GOODRICH CO., B. F., 500 S. Main st., Akron, O. Tires, tubes, aviation and automotive products, plastics, chemicals, American-made rubbers, industrial products, sundries, accessories, footwear. John L. Collyer, pres.; James J. Newman, vice-pres.; E. F. Tomlinson, gen. mgr., Automotive, Aviation and Government div.; M. W. Martin, sales prom. mgr.; Detroit district mgr., G. J. Stritch; Chicago district mgr., J. T. Callahan; Milwaukee district mgr.; J. F. Rend; Cleveland district mgr., J. D. Roarty, New York district mgr., H. F. Bichsel.

GOODYEAR TIRE & RUBBER CO., INC., 1144 E. Market st., Akron 16, O. Tires, tubes, mechanical goods, aviation products, Pliofilm, airfoam, rubber flooring, rims, shoe products. P. W. Litchfield, chmn. of bd.; E. J. Thomas, pres.; J. M. Linforth, vice-pres.; R. S. Burnham, mgr. Manufacturers Sales Dept., Akron, O. **Det. Rep.**—P. K. Coe, asst. to vice-pres., F. W. Telford, J. A. Lawrence, J. A. Lucas, J. C. Wright jr., R. H. Horner, G. I. McBain, R. A. Smart, W. L. Minor, R. S. Harper, C. L. Seith and R. C. Nelson.

GORDON & CO., INC., B., 141 W. 17th st., New York 11, N. Y. Saran plastic fabrics. B. Gordon, pres.; Murray Gaines, gen. mgr. and wks. mgr.

GRAMM TRAILER CORP., Lima, O. Truck trailers, truck bodies, bulk cementers, liquid transport tank trailers. Leonard Strick, pres.; W. A. Thomas, gen. sales mgr.; Norman Pfund, mgr. trailer div.; R. K. Morgan, mgr. special transport div.; James Stewart, mgr. truck body div.; R. H. Hilker, chief engr.; Ray Lauellan pur. agt.

GRAND SPECIALTIES CO., 3101 W. Grand ave., Chicago 22, Ill. Clamps, door holders, shop caddy, Fork-Lift Stacker, portable shop cranes, elevators, and dumpers. A. M. Sasgen, pres. and treas.; M. F. Sasgen, vice-pres.; T. A. Mayer, secy.; Wm. T. Bardouski, sales mgr.; Al Marthens, adv. mgr.; H. A. Lundin, serv. mgr.; F. H. Hopfeld, chief engr. and pur. agt. **Adv. Agcy.**—Al Marthens, Chicago, Ill.

GRAPHIC SYSTEMS, 55 W. 42nd st., New York 36, N. Y. Graphic visual control systems for inventory, sales, scheduling, production, etc. in the automotive industry. Hines Hatchett, pres., gen. mgr. and sales mgr.; Shirley Wolfe, secy. and treas. Victor Pribil, chief engr.

GRAPHO PRODUCTS, INC., Box 300, Lawrence, Ind. Automotive water pumps, pump parts, packing, starting cranks. D. I. Smith, pres., gen. mgr.; R. W. Smith, vice-pres., treas.; C. A. Wohlberg, secy.; V. W. Garrison, pur. agt.

GRAY COMPANY, INC., 60 Eleventh ave., N. E., Minneapolis 13, Minn. Lubricating equipment, service equipment, brake bleeders, work benches, oil dispensing equipment, motor oil pumps, paint and mastic pumps and spray equipment, etc. L. L. Gray, pres., treas. and gen. mgr.; H. A. Murphy, vice-pres. and chief engr.; R. J. Gray, secy.; T. N. Berquist, asst. treas.; R. V. Gray, wks. mgr.; A. F. Haberl, gen. sales mgr.; A. I. Schweppe and E. L. Niederloh, sales mgrs.; S. A. Fletcher, adv. and sales prom. mgr.; M. J. Endsley, serv. mgr.; W. F. Bloedow, pur. agt. **Det. Rep.**—Norman J. Levey, 2699 W. Grand blvd., Detroit 8. **Adv. Agcy.**—Alfred Colle Co., Minneapolis, Minn.

GRAYMILLS CORP., 3705 N. Lincoln ave., Chicago 13, Ill. Parts cleaning machines, cold cleaning solvents, wet-cutting conversion units for hones, oil changers. Raymond Hollis, pres.; Earl Scheibe jr., vice-pres. and wks. mgr.; E. Roels, pur. agt. **Adv. Agcy.**—Huwen Co., Chicago, Ill.

GREAT LAKES STEEL CORP., Div. of National Steel Corp., Tecumseh rd., Ecorse, Detroit 18, Mich. Hot and cold rolled sheets and strip, carbon and alloy bars, N-A-X high tensile steels. G. R. Fink, pres.; Paul Carnahan and G. G. Gries, vice-presidents, sales.

GREENE MFG. CO., INC., 1028 Douglas ave., Racine, Wis. Automotive grilles, stampings, mouldings. J. M. Hamilton, pres.; G. T. McNamara, vice-pres. and pur. agt.; G. E. Shoup, treas.; C. A. Anderson, secy. and cont.; Jerry Harns, sales mgr.; Miss Myrle Valley, asst. secy.; R. J. Gallagher, plant supt.

GREENERD ARBOR PRESS CO., 41 Crown st., Nashua, N. H. Arbor presses. Warren L. Martin, pres., treas., gen. and sales mgr., pur. agt.; A. Stanley North, E. Douglas Baker, vice-presidents; Hazel B. Martin, secy.; Supt. P. A. LaFlamme,

(Continued on Page 196)

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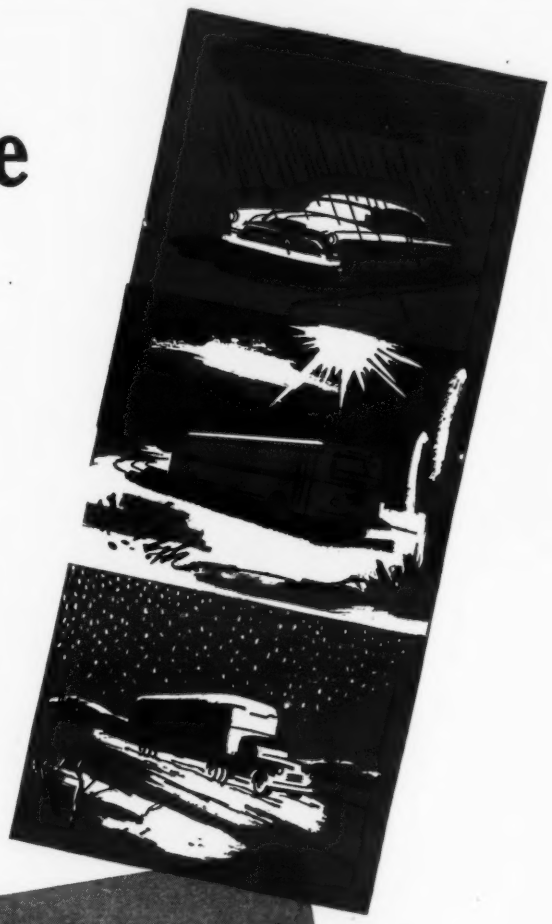

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(Continued from Page 195)

wks. mgr., A. E. Chandler, chief engr. **Det. Rep.**—Chas. A. Strelinger Co., 149 E. Larned st., Detroit 26, Mich.

GREENFIELD CO., 4417-19 W. Rice st., Chicago 51, Ill. Automotive specialties and sun visors. Alec Greenfield, pres.; Martin D. Greenfield, vice-pres.; Seymour Schmidt, wks. mgr.; Richard K. Merar, sales mgr. **Det. Rep.**—Mark L. Berman, 2722 Webb ave. **Adv. Agcy.**—Allan Siegel, 608 S. Dearborn st., Chicago, Ill.

GREENFIELD TAP & DIE CORP., Sanderson st., Greenfield, Mass. Taps, dies, gages, twist drills, reamers, end mills, screw extractors, screw plates, pipe threading sets. Donald G. Millar, pres.; H. L. Bill, vice-pres. and gen. mgr.; J. B. Roys, secy. and treas.; L. F. Hunderup, asst. gen. mgr.; E. R. Koonz, wks. mgr.; W. J. Eberlein, vice-pres. sales; R. C. Helbig, adv. mgr.; R. Badertscher, serv. mgr.; O. E. Koehler, chief engr.; J. W. Harrington, pur. agt.; W. B. Hayes, traffic mgr. **Det. Rep.**—Branch office, 2870 E. Grand blvd. **Adv. Agcy.**—Channing L. Bete, Inc., Greenfield, Mass. R. Bruce, acct. exec.

GREENLEE BROS. & CO., 2136 Twelfth st., Rockford, Ill. Multiple-spindle screw machines, transfer-type processing machines, special metal-working machinery, woodworking machinery, hollow chisels, bits, machine bits. A. H. Eggers, pres., gen. and wks. mgr.; L. H. Geddes, vice-pres.; C. G. Wood, secy.; W. B. Greenlee, chmn. of bd. and treas.; D. E. Hawkinson (special mach.), Ed. Kelly (screw mach.), J. A. Lengquist (woodworking mach.), sales mgrs.; R. E. Brightup, adv. mgr.; J. H. Mansfield, chief engr.; F. M. Keig, pur. agt.; J. M. Stewart, asst.; Harry Pratt, traffic mgr. **Det. Rep.**—J. M. Macrae, Greenlee Bros. & Co., 2842 W. Grand blvd., Detroit 2. **Adv. Agcies.**—Woodworking Machinery and Tools: Howard H. Monk & Assoc., Rockford, Ill. (L. I. Mayes, acct. exec.); Machine-Tool: Cummings, Brand & McPherson, Rockford, Ill. (A. B. Brand, acct. exec.).

GREGG CO., INC., THE F. B., London rd., Delaware, O. Production type Dee-Line house to house milk, bakery and general utility delivery bodies and conversions. F. B. Gregg, pres.; J. D. Burke, vice-pres. and sales mgr.; H. A. Humes, secy.-treas.

GREY-ROCK DIV. of Raybestos-Manhattan, Inc., Manheim, Pa. Brake lining, clutch facings, fan belts, automotive hose, automotive packings. O. H. Cilley, G. R. Weber, vice-presidents; G. R. Weber, gen. mgr.; B. W. Luttenberger, wks. mgr.; G. W. Marshall jr., vice-pres. and gen. sales mgr., asbestos prod.; J. A. Wheatley jr., sales mgr.; S. R. Robinson, adv. mgr.; C. W. Sachs, asst. sales mgr.; F. R. Bitzer, pur. agt.; B. G. Herr, traffic mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. A. Seeley, acct. exec.

GRICO TWO AXLE DRIVE CO., 19840 W. Eight Mile rd., Detroit 19, Mich. Two-axle drives and trailing axles for trucks and service parts. Leo F. Stone, pres., treas. and gen. mgr.; Arthur F. Heacock, vice-pres., sales mgr. and pur. agt.; Edison D. Amstutz, secy. and wks. mgr.; Robert Dickieson, chief engr. **Adv. Agcy.**—R. Robison and Associates, Detroit, Mich.

GRIFFIN LAMP CO., Third and Sycamore, Hamilton, O. Lighting for commercial vehicles, truck mirrors, reflectors, flares, switches. Harold F. Griffin, pres., gen. sales & adv. mgr.; A. B. Dettmer, vice-pres., pur. agt.; A. G. Glorius, secy., treas.; J. L. Auble, wks. mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. Lowell Stormont, acct. exec.

GRIZZLY MFG. CO., 700 W. Caroline st., Paulding, O. Brake lining for passenger cars and trucks, brake blocks for buses. Walter G. L. Smith, pres.; Morris Smith, vice-pres.; Wayne Moon, secy. and treas.; F. W. Shelton, asst. gen. mgr.; J. G. Brown, sales mgr.; John Heath, E. L. Cody, asst. sales mgrs.; Richard W. Smith, chief engr.; L. S. Luard, pur. agt.; L. A. Wilhelm, traffic mgr. **Det. Rep.**—Tom Morgan, 14275 13 Mile rd., Roseville, Mich. **Adv. Agcy.**—Waldie and Briggs, Chicago, Ill. Art Kanaske, acct. exec.

GROBOSKI INDUSTRIES, 6055 S. Ashland ave., Chicago 36, Ill., Plant No. 1. Groboski Mfg. Co., Main and Faulkner, Sheffield, Pa., Plant No. 2. Joseph Groboski and John Groboski, partners; Joseph Groboski, sales mgr.; John Groboski, plant mgr.; Katharine Mauser, secy.

GROOV-PIN CORP., 1125 Hendricks Causeway, Ridgefield, N. J. Groov-pins, grooved drive studs, tap-lok inserts. G. W. Bauerschafer, pres., gen. mgr., sales and adv. mgr.; E. F. Schniewind, vice-pres.; F. O. Becker, secy., treas. and pur. agt.; H. D. Theurer, wks. mgr.; F. W. Braendel, chief engr. **Det. Rep.**—H. B. Schweppe, Basso bldg., 7338 Woodward ave. **Adv. Agcy.**—Thoma & Gill, 505 Main st., East Orange, N. J.

GROSS MFG. CO., 1711 S. California, Monrovia, Calif. Tire and tube repair materials. D. T. Starr, pres.; W. M. Anderson, gen. mgr. and pur. agt.; A. E. Pike, wks. mgr.; H. D. Wexelberg, sales mgr.; R. E. White, traffic mgr. **Adv. Agcy.**—Tilds & Cantz, 6461 Sunset blvd., Los Angeles 28, Calif.

GROTE MFG. CO., INC., Grote Square, Bellevue, Ky. Truck safety equipment: reflex reflectors, flares, marker and clearance lamps, stop and tail lamps, directional signals, switches, mirrors, back-up lamps, directional signal sets, fog lamps, warning lamps, tractor lamps. Reflective sheeting, diagonal striped truck door panels. W. F. Grote, pres.; L. R. Peloquin, sales, adv. mgr.; C. F. Stuhlreyer, compt.

GROVER COMPANY, 25525 West Eight Mile rd., Detroit 19, Mich. Pneumatic dispatch tube equipment. W. F. Grover, pres., gen. mgr., sales mgr.; W. Van Otteren, vice-pres.; A. M. Grover, secy. and treas.; B. J. Erdely, chief engr.; F. J. Phelps, pur. agt. **Det. Rep.**—G. W. Williams, 25525 W. 8 Mile rd., Detroit 19. **Adv. Agcy.**—Charles M. Gray and Associates, Detroit, Mich. Robert Kilgore, acct. exec.

GROVER PRODUCTS CO., 1221 S. Hope st., Los Angeles 15, Calif. Pressure horns, vacuum horns for truck, car, industrial and marine uses. C. A. Roesch, pres.; John W. Garver, vice-pres., secy., treas.; Laurence B. Gomez, sales mgr.; John A. Roesch, sales prom.

GUARANTEED PARTS CO., INC., Seneca Falls, N. Y. Ignition coils, distributor caps, distributor rotors, contact points, condensers, relays, voltage regulators, horn relays, light relays, starter switches, dimmer switches, stoplight switches, accessory switches, starter and generator brushes, bushings, magneto contacts, spark plug wire sets, battery cables, wire and cable. Marco Hecht, pres.; A. Villiers, gen. mgr. **Adv. Agcy.**—Spitz & Webb Adv., Syracuse, N. Y.

GUIBERT STEEL CO., 4001 Wind Gap rd., Pittsburgh 4, Pa. Guibert products, convertible tow crane, tow lift bars, safety turn bar. O. E. Guibert, pres.; O. E. Guibert jr., vice-pres., treas. and gen. mgr.; H. E. McMinn, secy.; L. W. Priddy, wks. mgr.; W. W. Myer, pur. agt; W. G. Huttinger, prod. engr.; J. E. Drylie, asst. sales mgr.

GUIDE LAMP DIV., General Motors Corp., Anderson, Ind. Automotive lamps, Autronic-Eye, tractor lamps, glare-proof rear-view mirrors, traffic signal viewers, direction signals, die cast ornaments, reflex markers. C. A. Michel, gen. mgr.; R. N. Paige, chief engr.; R. W. Heaton, pur. agt.; S. R. Conwell, sales and adv. mgr. **Det. Rep.**—J. E. Turnquist, 8-129 General Motors bldg., Detroit. **Adv. Agcy.**—D. P. Brother & Co.

GUNITE FOUNDRIES CORP., Rockford, Ill. Heavy-duty brake drums, truck and trailer wheels, Gunite (processed gray iron) cylinder liner castings, Gunite crankshaft castings, malleable iron castings, steel castings. D. P. Forbes, pres.; J. A. Forbes, vice-pres. and gen. mgr.; N. J. Schmidt, secy. and treas.; F. A. Christoffer, gen. sales mgr.; H. W. Small, sales mgr., automotive div.; Charles E. James and Robert Bremner, drum and wheel salesmen; S. A. Malthaner, chief engr.; Ward Williams, pur. agt.; Alex D. Forbes, traffic mgr. **Adv. Agcy.**—Hollingsworth & Collins, Rockford, Ill. Budd Reesman, acct. exec.

GUSTIN BACON MFG. CO., 210 W. 10th Kansas City, Mo. Automotive thermal and acoustical insulation. A. L. Gustin jr., pres.; J. D. Simmons, exec. vice-pres.; F. H. Ebbert, vice-pres. **Det. Office** — W. F. Skinner, 18323 James Couzens hwy., Detroit, Mich.

GYRO SKID-CONTROL CO., INC., 9244 West Olympic blvd., Beverly Hills, Calif. Automotive anti-skid device. Ray R. Conners jr., pres.; William B. Pollock, vice-pres.; Maurice Thorner, secy.; Leo D. Fialkoff, treas.; George E. Vandenhoff, asst. treas., asst. secy. **Adv. Agcy.**—McNeill & McCleery, 1655 N. Cherokee ave., Hollywood 28, Calif.

H

H. D. T. COMPANY FACTORS, INC., 275 Ferris ave., White Plains, N. Y. Blue Coral and Blue Coral preservative sealer. Harry D. Triantafillu, pres., treas. and gen. mgr.; G. V. V. Triantafillu, Charles A. Voss, vice-presidents; M. F. Clarke, secy.

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H & M TOOL CO., 24062 Orchard Lake rd., Farmington, Mich. Diesel ejector drills, carburetor gun reamers, step drills, step reamers, internal back-off tools, chambering reamers and headspace gauges. H. J. Mallett, pres.; M. E. Mallett, secy. and treas.; Walter Carlton, gen. mgr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. W. H. Spinning, acct. exec.

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HAHN MOTORS, INC., Third and Windsor sts., Hamburg, Pa. D. Herbert Spangler, pres., gen. and sales mgr.; Irvin F. Burkey, vice-pres.; Edw. C. Smith, secy., treas.; J. Wm. Putt, chief engr. and vice-pres.; L. A. Riegel, pur. agt.; G. D. Gambler, supt.

HALL LAMP CO., C. M., 1035 E. Hancock ave., Detroit 7, Mich. Automotive headlamps, tail lamps, fog lights, back-up lights, die castings, stampings, etc.; also bicycle lights, generators, exhaust pipes, etc. A. B. Hartz, chmn. of bd.; Leonard O. Zick, pres.; C. W. Anklam, vice-pres. eng. res. div.; Donald O. Dice, vice-pres., sales and adv. mgr.; L. Orjada, vice-pres. mfg.; John W. Garvy, secy, and treas.; A. J. Mueller, asst. sales; R. Suabedessen, contr.; W. Strycker, asst. contr.; W. F. Chalmers, pur. agt.; C. Hossack, traffic mgr.; Norman Bishop, pub. rel. mgr. **Adv. Agcy.**—Denman & Baker, Detroit, Mich.

HALL PLANETARY CO., Fox st. and Abbotsford ave., Philadelphia 29, Pa. Planetary threadmilling machine; circular form milling machine, single and multiple heads; testing instruments; cutters; cutterblades, thread and circular form milling; arbors. Henry J. Leisner, pres. and treas.; Chas. K. Lennig jr., vice-pres., secy., sales mgr.; Clarence A. Duffany, chief engr.; Michael P. Lopinski, pur. agt. **Det. Rep.**—J. C. Austerberry's Sons, 332 Curtis bldg., Detroit 2, Mich.

HALL PRODUCTS, INC., 330 S. Mill st. and 2343 N. Main st., Mishawaka, Ind. Automatic sedan rear door safety lock. Forrest G. Hall, pres. and treas.; Marie Miller, secy.

HAMBRO TRADING CO. OF AMERICA, INC., 17 East 54th st., New York, N. Y. American branch for Bentley, Rolls-Royce, Morris Minor, MG, Riley automobiles. John McLeod, vice-pres. and dir.; A. E. Birt, vice-pres., east coast; C. B. Webb, vice-pres., west coast. **Adv. Agcy.**—Victor A. Bennett Co., Inc., 511 Fifth ave., New York, N. Y. Victor A. Bennett, acct. exec.

HAMILTON-WADE CO., 52-62 Haverhill st., Brockton 62, Mass. Automotive welts, gimps and binding (genuine and artificial leather, woven laces and other fabrics). James Christie, pres., treas., gen. mgr.; LeRoy F. Emery, vice-pres., prod. mgr.

HAMLIN METAL PRODUCTS CO., Akron 19, O. Automotive parts and accessories, stamped assemblies, hardware, toys, bicycle accessories, stampings (steel, brass, aluminum). M. D. Walklet, pres.; J. A. Loftus, vice-pres.; M. D. Walklet, gen. mgr.; C. Beringer, secy.; L. H. Amer,

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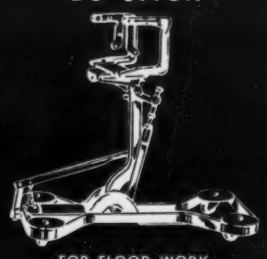

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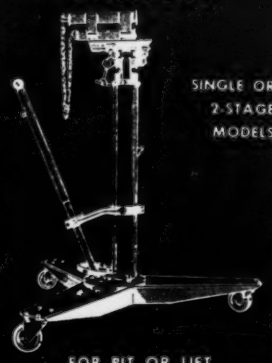

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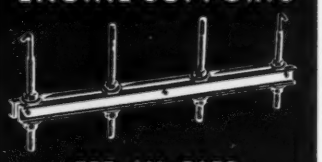

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Who's Who in Auto Industry

(Continued from Page 196)

treas.; C. E. Brimston, vice-pres.; Glenn P. Garrett, sales mgr.; J. Mason Young, asst. sales mgr.; J. W. Tannehill, pur. agt. **Det. Rep.**—J. Mason Young, 7338 Woodward ave., Detroit.

HANCHETT MFG. CO., Big Rapids, Mich. Mfgrs. knife grinder, saw sharpeners and tools. Kent Hanchett, pres.; Fred Schaub, vice-pres.; Loren Hanchett, secy.; Carl Moline, treas.; Fred Risler, sales mgr.

HANCOCK MFG. CO., 225 N. Horton, Jackson, Mich. Automotive hardware. R. W. Hancock, pres. and gen. mgr.; G. P. Hooper, vice-pres.; E. F. Gauss, secy. and treas.; J. D. Donahue, works mgr.; L. George Hooper, sales mgr.; Rollo Marple, chief engr.; L. L. Henning, pur. agt.; F. C. Janke, pub. rel. mgr. **Det. Rep.**—George P. Hooper Co., 1914 Fisher bldg. **Adv. Agcy.**—Guy C. Core, Jackson, Mich.

HANSEN MFG. CO., 4031 W. 150th, Cleveland 11, O. Fluid Line couplings, hose fittings. F. E. Hansen, pres. and treas.; R. J. Borneman, vice-pres. and gen. mgr.; L. J. Hansen, vice-pres., sales; E. C. Wrahse, asst. secy., asst. treas.; B. W. Manning, asst. gen. mgr.; J. A. Becks, works mgr.; M. J. Nelson, chief engr.; Wm. A. Drexler, pur. agt.; W. Berwing, traffic mgr. **Det. Rep.**—Wm. H. Nash Co., 10300 Grand River. **Adv. Agcy.**—R. T. Brandt, Inc., B. F. Kieth bldg., Cleveland, O.

HARDING MFG. CO., INC., 10600 Gratiot ave., Detroit 13, Mich. Plating, Dust-All tack rags and tack cloths. George W. Harding pres.; Michael Borushko, vice-pres.; Robt. F. McCarthy, divisional mgr.; A. G. Zimmerman, pur. agt. **Adv. Agcy.**—S. E. Schneider Advertising, Detroit, Mich.

HARLEY-DAVIDSON MOTOR CO., 3700 W. Juneau ave., Milwaukee 1, Wis. Motorcycles, sidecars, Servi-Cars, package trucks. William H. Davidson, pres.; Gordon M. Davidson, vice-pres.; Walter C. Davidson, secy.; Joseph Kilbert, sales mgr. (domestic); E. V. Gumpert, sales mgr. (export); Walter E. Kleimenhagen, adv. mgr.; Joseph Ryan, serv mgr.; Harry Devine, parts and acc. mgr.; William J. Harley, treas. and chief engr.; John Horn, pur. agt. **Adv. Agcy.**—Klau-Van-Pietersom-Dunlap Associates, Inc., Milwaukee, Wis. Roger Loew, acct. exec.

HARRIS PRODUCTS CO., 1929 E. 61st st., Cleveland, O. Rubber bushings, Torflex flexible bearings, extended rubber bearings, rubber bushed shackles. H. D. Baker III, pres.; R. G. Bradley, vice-pres. sales; D. T. Bradley, vice-pres. engrg.; E. T. King, vice-pres. mfg.; C. A. Dilley, secy.; Carl Dautel, treas.; J. M. Carter, asst. secy. and asst. treas.; Ted Drake, exec. engr.; W. E. Fisher, pur. agt. **Det. Rep.**—L. C. Winslow, 16583 James Couzens, Detroit 21. **Chicago Rep.**—F. C. Hitzeman, 2400 W. Madison, Chicago, Ill.

HARRISON RADIATOR DIV., General Motors Corp., Washburn st., cor Walnut, Lockport, N. Y. Radiators, car heaters, defrosters, thermostats, oil coolers, heat exchangers. D. B. Whitney, gen. mgr.; G. H. Hetley, div. comptr., E. J. Reilly, gen sales mgr.; L. J. Schneider, asst. sales mgr. (automotive), Frank J. van Horn, asst. sales mgr. (heat exchangers); K. F. Covert, adv. mgr.; M. J. Wick, supt., field serv.; J. R. Holmes, chief engr.; H. F. Deradoll, mgr. mat. and pur.; C. A. McNaboe, pur. agt.; G. H. Harrer, traffic mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit 2, Mich.

HART METAL PRODUCTS CORP., 3500 Hammond ave., Elkhart, Ind. Engineers and manufacturers of truck, bus, trailer, aircraft structural parts, panels and assemblies and custom fabrication. Paul Schmidt, pres.; A. H. Del Rose, asst. to the pres.; R. P. Brown, prod. mgr., trailer div.; R. W. Stout, prod. mgr., truck div.; R. C. DuBois, dir. of purch.; H. B. Chadwick, plant mgr. **Adv. Agcy.**—L. F. Schmidt & Associates, Chicago, Ill.

HARTFORD STEEL BALL CO., 12 Jefferson ave., West Hartford 7, Conn. Steel balls, noncorrosive balls (bronze, monel metal, aluminum, stainless steel, copper), glass, retainers, cutting and burnishing barrels. C. H. Abbott, pres.; T. H. Abbott, exec. vice-pres.; A. S. Bill, secy.; S. E. Stockwell, treas., works mgr., chief engr.; E. T. Nelson, pur. agt. **Adv. Agcy.**—E. W. Robotham & Co., Hartford, Conn.

HASKELITE MFG. CORP., 701 Ann st., Grand Rapids 2, Mich. Metal-clad plywood for truck bodies and other commercial uses. George Redlin, pres.; E. W. Stoner, vice-pres. in chge. of sales; William Verhey, vice-pres. in chge. prod.; B. J. Werk, sales mgr.; J. A. Potchen, chief engr.; B. J. Werk, F. W. Mitchell, pur. agts. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. L. A. Merchant, acct. exec.

HASSELL MFG. AND DISTRIBUTING CO., DENTON, 739 W. Nine Mile rd., Ferndale 20, Mich. Ford fender streamers and ornaments, Pontiac fender ornaments, Chrysler protecto shields, Ford protecto shields, trim scoops, Ford super V-8 emblems, wire wheel "falsies." Denton Hassell, owner; B. L. White, gen. mgr. **Det. Rep.**—Herman Weiss, 604 Donovan bldg., Detroit. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Detroit, Mich.

HASTINGS MFG. CO., Thorne and Hanover sts., Hastings, Mich. Piston rings, aero-type spark plugs, oil filter cartridges, Casite and "drout," tools. Aben E. Johnson, pres. and gen. mgr.; Stephen I. Johnson, exec. vice-pres.; Harold P. Phillips, vice-pres. and chief engr.; Don A. Siegel, secy.-treas.; Ross R. Dunn, sales mgr.; Byron K. Fletcher, asst. sales mgr.; Don H. Collins, adv. mgr.; C. S. Morey, pur. agt.; W. F. Smith, traffic mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. R. B. Roberts and William M. Hutchison, acct. execs.

HAWTHORNE METAL PRODUCTS CO., 4336 Coolidge rd., Royal Oak, Mich. Automotive stamping and assembly parts. Samuel E. Cornell, pres.; Bruce C. Cornell, vice-pres.; Frank H. Cornell, secy.; Jack Piercey, chief engr.; Edward E. Jonke, pur. agt.

HAYES INDUSTRIES, INC., 437 Fern ave., Jackson, Mich. (Subsidiary: Fifty Corp., 805 E. Edgerton, Bryan, O.). Automotive fans, mufflers, mouldings, auto ventilating blower units; aircraft wheels and brakes, and aluminum and magnesium textile beams. (Subsidiary: Litemetal Dicast, Inc.) diecastings from aluminum and magnesium. C. B. Hayes, chmn. of bd.; E. C. Hetherwick, pres. and gen. mgr.; G. B. Vass, vice-pres. and asst. gen. mgr.; Donald Bender, chief engr.; W. J. Donahue, secy. and treas.; R. J. Weihan, vice-pres. in chge. of sales; G. E. Clever, pur. agt.

HAYES MFG. CORP., 551 7th st., Grand Rapids 2, Mich. Manufacturers of automobile bodies and assemblies, metal products, stampings and dies. Rensselaer W. Clark, pres. and gen. mgr.; Edgar Washburn, vice-pres.; Eugene H. Glaettli, vice-pres. and contr.; Edward J. Lavallee, vice-pres.; August L. Nelson, vice-pres.; C. L. Carlley, pur. agt.; F. Van Domelen, asst.; L. Kloet, traffic mgr.; J. Rybarsyk, pub. rel. dir. **Det. Rep.**—H. A. Holmes, 710-711 Fox Theater bldg.

HECKETHORN MFG. & SUPPLY CO., 121 W. Alamo, Littleton, Colo. Shock absorbers, water nozzles. D. E. Buchanan, pres.; W. R. Heckethorn, vice-pres. (sales); Robert A. Allen, secy.; R. N. Galuppo, treas.; R. E. Duboc, vice-pres. (prod.); F. S. Cowing, asst. vice-pres. (prod.); L. T. Lathrop, sales mgr.; Richard Crain, asst. sales mgr.; John Hamill, adv. mgr.; W. E. Dowling, chief engr.; J. J. Devlin, pur. agt.; J. E. McLean, traffic mgr. **Det. Rep.**—Howard Haarer, 73 Hawthorne blvd., Grosse Pointe Shores 30, Mich. **Adv. Agcy.**—MacGruder-Bakewell-Kostka, Inc., Denver, Colo. George Bakewell, acct. exec.

HEGO FABRICS CO., 469 Seventh ave., New York 18, N. Y. Automotive seat cover fabrics, orlon industrial fabrics. Herman E. Goodman, pres., sales mgr.; Milton Lowenstein, vice-pres., asst. sales mgr. **Adv. Agcy.**—Gilbert Advertising Agency, New York, N. Y. Richard Gilbert, acct. exec.

HEIL CO., 3000 W. Montana st., Milwaukee 1, Wis. Truck bodies and hoists, rock bodies, sanitation bodies, refuse units, platform conversion hoists, tailgate loaders, petroleum truck tanks, transport trucks, milk trucks, tanks, L. P. G. transport tanks, aircraft refuelers, street flushers, road machinery. Joseph F. Heil, pres.; Harold S. Falk, exec. vice-pres.; Leonard Conrad, gen. works mgr.; John Barclay, gen. sales mgr.; Tom Burress (tanks), Paul Miller (road machy.), W. Carlson (hoists & bodies), sales mgrs.; Fred Zwanzig, serv. mgr.; Arnold Meyer, vice-pres., engrg.; Don Fricker, adv. mgr.; Edward Fellows, dir. of pur.; John Norton, traffic mgr. **Det. Rep.**—Fred Ehlert, 725 Fisher bldg., Detroit. **Adv. Agcy.**—Russell T. Gray, Inc., Chicago, Ill.

HEIN-WERNER CORP., 1200 National ave., Waukesha, Wis. Hydraulic jacks, wheeled jacks, push and pull hydraulic jacks, bumper-lift jacks. G. G. Hein, pres., gen. mgr.; E. G. Bach, vice-pres.; J. D. Watson, secy.-treas.; W. Helander, works mgr.; R. J. Raht, sales mgr.; H. J. Scullin, serv. mgr.; M. L. Lumb, pur. agt. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

HELI-COIL CORP., Shelter Rock Lane, Danbury, Conn. Heli-Coil screw thread inserts and tools. L. R. Ripley, pres.; E. Baruch, vice-pres.; E. H. Rice jr., mgr. customer rel.; C. E. Gischel, sales prom. mgr.; Howard Haas, serv. mgr.; B. J. Smith, dir. of engrg.; E. Gorman, pur. agt. **Det. Rep.**—Chap Associates, 6428 Chene st., Detroit, Mich. **Adv. Agcy.**—O. S. Tyson & Co., Inc., New York, N. Y. Irwin Tyson, acct. exec.

HELLER BROTHERS CO., Heller drive, Newcomerstown, O. Files (American pattern, milled tooth (Vixen), Swiss pattern, rotary, bumping); hammers (carpenter claw, ball pein, tire, trimmers', upholsterers'); chisels, punches, bearing scrapers. Geo. H. Hodapp, pres.; T. McCurdy Marsh, secy.; E. M. Steenburgh, asst. secy.; Wendell Yanai, compt.; C. Fred Watkins, sales mgr.; F. Schwindiman, J. D. Nicklis, asst. sales mgrs.; J. Goodall, pur. agt. **Det. Rep.**—G. D. Cline jr., 4461 W. Jefferson ave., Detroit 9, Mich.

HELLER & CO., W. C., 2591 Express road, Montpelier, O. Show cases, cabinets and kindred items. E. G. Heller, pres.; L. S. Heller, vice-pres.; W. C. Heller, secy., sales mgr. and adv. mgr.; J. B. Heller, treas.; R. L. Heller, works mgr.; P. L. Heller, pur. agt.; H. C. Neefe, traffic mgr.

HELM ACCESSORIES, INC., 5944 Casmere, Detroit 12, Mich. Genuine gold and chrome plated hood ornaments, custom made bases and fittings to eliminate drilling. Fred Helm, pres., gen. & sales mgr.; Carl G. Dahlen, vice-pres.; Florence Sarut, asst. sales mgr.

HELMS INDUSTRIAL DEVELOPMENT CO., 2730 Scotten ave., Detroit, Mich. J. B. Montgomery jr., pres.; W. N. Ericksen, sales mgr.; D. E. Williams, asst. sales mgr. **Adv. Agcy.** — James Reed, Grand Rapids, Mich.

HENDERIZE, INC., 5667 Freeport blvd., Sacramento 18, Calif. Plastic base, mineral pigment spray for coloring fabrics. Ray D. Henderson, pres.; Wm. H. Cummings, vice-pres. sales prom.; Ed P. Williams, treas. and office mgr.; Ed Peterson, chief engr. **Det. Rep.**—C. C. Joslyn, 4199 Bedford.

HENDRY CO., C. J., 27 Main st., San Francisco 5, Calif. T.A.C. open end ratchet wrench, Henco magnalume "300" trouble light. Leland D. Adams jr., pres.; Jack Logan (San Pedro store), vice-pres.; Jack Cincotta, pur. agt. **Adv. Agcy.**—Conley, Baltzer, Pettier & Steward, San Francisco, Calif. I. Baltzer, acct. exec.

HENNESSY SALES CO., JACK P., 159-34 Riverside Drive West, New York City 32, N. Y. Sales agency, tire changers, universal tire spreaders, truck tire bead breakers. Jack P. Hennessy, pres. and gen. mgr.; Jack P. Hennessy jr., vice-pres., sales and adv. mgr.; James Hennessy, secy. and pur. agt.; Robert Hennessy, treas. and serv. mgr. **Adv. Agcy.**—Fairall Co., Des Moines, Iowa.

HERBRAND DIV., Bingham - Herbrand Corp., Fremont, O. Forgings: Connecting rods, steering knuckles, axles, other precision forgings for vehicles; also press forgings for aviation industry. Tools: Wrenches (socket, box, open-end, combination, adjustable, pipe). Ratchet, pliers, screwdrivers, punches, chisel, body and fender tools, pry bars, hammers and spe-

(Continued on Page 198)

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(Continued from Page 197)

cial automotive tools. R. W. Kerr, pres.; C. T. Everett, vice-pres. mfg.; J. G. Allen, vice-pres. sales; Henry Slining, works mgr.; Colman O'Shaugnessy, sales mgr., tools; Marshal Bixler, chief engr.; W. P. Hellwig, pur. agt. **Det. Rep.**—R. O. Mead, vice-pres., 8-253 General Motors bldg., Detroit. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. E. J. Lund, acct. exec.

HERCULES MFG. CO., 1501 W. Franklin st., Evansville 7, Ind. Insulated meat packer bodies, panel and other commercial truck bodies. George M. Specht, Fred R. Specht, Gilbert D. Barry, officers.

HERCULES MOTORS CORP., 101 11th st., S. E., Canton 2, O. High speed, heavy duty, water cooled, internal combustion engines (gas, gasoline, kerosene, butane-propane and diesel). Charles Balough, pres., gen. mgr.; John C. Keplinger, exec. vice-pres.; M. C. Kuepfer, vice-pres., chge. prod.; A. R. Miller, vice-pres., chge. pur., traffic; J. D. Cook, secy.-treas.; D. W. Latta, vice-pres.; F. H. Geisler, sales mgr.; C. O. Jewell, serv. dir.; Dr. E. A. V. Horiak, chief engr., diesel; G. W. LaSalle, chief engr., gasoline. **Adv. Agcy.**—The Jay H. Maish Co., Marion, O. Ralph Heischman, acct. exec.

HERCULES STEEL PRODUCTS CORP., Sherman st., Galion, O. Hydraulic hoists and dump bodies for motor trucks, power chutes for handling coal, lime and fertilizer spreaders, concrete mixers, Load-N-Gate. E. P. Monroe, pres.; Al. Dangler jr., exec. vice-pres. & gen. mgr.; J. R. Melish, secy. & treas.; D. B. Crissinger, sales dept.; C. Wisler, parts and accessories mgr.; K. J. King, chief engr.; C. R. Heinlen, pur. agt. **Det. Reps.**—R. E. Morris, 3105 E. Grand blvd., Detroit, Mich.; W. H. McGraw, Commercial Equip. Co., 3020 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Kohler, acct. exec. **Export Agts.**—Herthornway Export Corp., 2410 David Broderick Tower, Detroit 26, Mich.

HERMAN BODY CO., 4400 Clayton ave., St. Louis 10, Mo. Refrigerated and standard forward control and flat face cowl delivery bodies, rear unit, van type delivery bodies. Herman Plew, pres., treas.; J. Y. Hewitt, vice-pres., chge. sales; J. A. Alvarez, compt.-secy.; Edward F. O'Brien, works mgr.; Earl Plew, chief des. engr.; Ray W. Cox, mgr. adv., sales prom.; Louis J. Schaedler, sales mgr. (refrigeration div.); James Plew, sales mgr. (bottlers div.); Irwin W. Busse, sales mgr. (standard body div.); Victor Kuba, chief engr.; Frank Corpening, pur. agt.

HERSHEY METAL PRODUCTS INC., Automotive Parts Div., Derby, Conn. Front end suspension parts, tie rod ends, king bolts, coil springs. P. H. Hershey, pres., treas.; A. P. Krueger, vice-pres.; J. A. Frey, secy.; W. J. Maloney, works mgr.; A. E. Keough, sales mgr.; William Phelan, chief engr.; R. A. Nagel, pur. agt. **Adv. Agcy.** — Ted Somers, Inc., Bridgeport, Conn.

HEWITT RESTFOAM DIV., Hewitt-Robins, Inc., 240 Kensington ave., Buffalo 5, N. Y. "Restfoam"—foam rubber cushioning. Thomas Robins jr., pres.; B. T. Moffatt, vice-pres., gen. mgr.; G. F. Goodyear, secy.; W. F. Watkins, treas.; R. A. Nilsen, mgr. Restfoam div.; H. D. Hebert, sales mgr., Restfoam div.; Lynn Frost, H-R adv. mgr. **Det. Rep.**—George P. Hooper, 1914 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. R. A. Richardson, acct. exec.

HEYER INDUSTRIES, INC., 471 Cortlandt st., Belleville 9, N. J. Motor tune-up equipment, fast chargers, battery testers, battery chargers. B. F. W. Heyer, pres.; A. P. Heyer, treas. **Adv. Agcy.**—Burke-Dowling-Adams, Montclair, N. J.

HICKS BODY CO., INC., 943 Indianapolis ave., Lebanon, Ind. Bus bodies, sheet metal stampings and parts. Earl M. Hicks, chmn. of bd.; Russell C. Hicks, pres.; Marvin J. Hicks, vice-pres.; Howard G. Hicks, secy.; Lowell L. Hicks, treas.; Harold J. Selby, sales mgr.; Charles E. Martin, adv. mgr.; Clarence W. Wahl, chief engr.; Roy Hicks, pur. agt.; Floyd E. Louck, parts and acc. mgr.

HIGBIE MFG. CO., Fourth and Water sts., Rochester, Mich. Steel tubing for automotive requirements; gasoline and diesel engines; lamps, heating elements, and for mechanical purposes. Metal stampings and sub-assemblies; have metal finishing facilities for flo-coating, black oxide, and flocking; precision screw machine parts. E. P. Robinson, vice-pres. sales (Avon Tube & Stamping Div.); Glenn Barnett, vice-pres. sales (Bronson Reel and Precision Parts Div.).

HIGHWAY SAFETY APPLIANCES, INC., 1381 Marshall ave., St. Paul 4, Minn. Traction sanders for trucks, buses, passenger cars and other automotive equipment, special sanders for streetcars and railroad equipment, Elston safety grit for use in sanding equipment. Samuel Frank, pres.; W. K. Headley, vice-pres., gen. mgr.; Fred L. Doud, secy.-treas.; Stanley H. Hunt, chief engr.; Edw. W. Janneck, pur. agt.; Ann B. Zeigner, traffic mgr. **Det. Rep.**—J. A. Brown, 108 Newburn drive, Pittsburgh 16, Pa. **Adv. Agcy.** — Baxter & Daline, Minneapolis, Minn. Wm. L. Baxter, acct. exec.

HIGHWAY TRAILER CO., 421 East Fulton st., Edgerton, Wis. Truck trailers, semi and full; trailerized tanks; bulk cement trailers; pipe, pole and logging trailers; utility truck bodies; earth boring machines; winches; power take-offs; service accessories. Oliver Payne (New York), pres.; F. C. Gokey, exec. vice-pres.; H. J. Meagher, vice-pres., treas.; L. E. Craig, vice-pres., gen. mgr. sales; M. W. Welles, secy; G. P. Knudson, chief engr.; J. W. Shellnut, pur. agt.; S. T. Ramey, sales prom., adv. mgr.

HINSON MFG. CO., Westfield ave. and Menges, Waterloo, Ia. Seat covers, service covers, sanforized work garments, and other textile automotive products. Clyde Hinson, pres., James Hinson and Wm. H. Hinson, vice-presidents; Paul L. Ferguson, secy.; William H. Hinson, treas.; Paul Jacoby, wks. mgr.; H. D. Leighty, sales mgr.; James Hinson, pur. agt. **Det. Rep.** — E. C. Reamer, 714 Genesee Bank bldg., Flint, Mich.

HOBART BROTHERS CO., Hobart Square, Troy 1, O. Battery chargers, air compressors, arc welders, buffers and grinders (pedestal type), plating generators, motor generator sets, pipe thawing equipment. E. A. Hobart, pres.; W. H. Hobart, vice-pres.; C. J. Jenkins, secy. and treas.; O. H. Menke, gen. mgr.; E. C. Galbreath, sales mgr.; Cliff Priest, adv. mgr.; H. Mohler, serv. mgr.; W. B. Howell, parts and acc. mgr.; E. A. Hobart, chief engr.; B. A. Lutz, pur. agt.; C. Knisley, traffic mgr. **Det. Rep.**—Roy Smith Co., 5257 Trumbull ave., Detroit. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O. R. W. Dalton, acct. exec.

HOBBS CORP., JOHN W., Yale and Ash, Springfield, Ill. Automatic operating lights for glove and luggage compartment and for underhood, small gravity operated mercury switches, plunger-type switches, exhaust extension deflectors, electric-operating grease guns, engine hour meters. J. W. Hobbs, pres. & gen. mgr.; H. D. Chance, vice-pres.; F. Lee farmer, vice-pres., sales mgr.; A. Kubish, works mgr.; Byron Booth, asst. sales mgr.; Chas. A. Woodcock, chief engr.; P. W. Redieske, pur. agt. **Det. Rep.**—J. H. McPhail, 1018 Fisher bldg., Detroit, Mich.

HOCK PAINT & CHEMICAL WORKS, INC., Box 190, Phoenixville, Pa. Metallock alkyd synthetic finishes, industrial and maintenance finishes. H. W. Hock, pres.; W. M. Gotwals, vice-pres.; R. A. Luckie, sales mgr.

HOLCOMB & HOKE MFG. CO., INC., 1545 Van Buren st., Indianapolis 7, Ind. MotoSaver; automobile cooling system cleaner and H & H Visible fast oil changer. Frank Hoke, pres. and gen. mgr.; Fred Hoke, vice-pres. and treas.; Lawrence H. Brink, secy.; T. L. Bradley, sales mgr. **Adv. Agcy.**—A. V. Grindle, Indianapolis, Ind.

HOLFAST RUBBER CO., 1486 Lakewood ave., Atlanta 1, Ga. Automotive rubber products, such as fan belts, radiator hoses, tapes. L. V. Baker, pres., treas.; H. C. Rosendorf, exec. vice-pres., gen. mgr.; Philip C. Ebeling, secy.; Harry Kenney, works mgr.; Jack Morse, sales mgr.; J. N. Moss, asst. sales; John Schell, chief chemist; John Parry, chief engr.; Harold Simpson, traffic mgr. **Det. Rep.**—Philip B. Vest, c/o Warehousing Service Co., 477 Selden ave. **Adv. Agcy.**—Mozley, George & Woollen, Atlanta, Ga. Fred A. George jr., acct. exec.

HOLLEY CARBURETOR CO., 5930 Vancouver ave., Detroit 4, Mich. Carburetors, distributors, fuel pumps, gas turbine controls and governors. George M. Holley, chmn. of bd.; Earl Holley, vice-chmn. of bd.; George M. Holley jr., pres.; J. C. Holley, vice-pres., chge. sales; W. Bailey, serv. sales & adv. mgr.; N. A. Miles, secy., chief ind. and bus. rel.; M. J. Kittler, exec. vice-pres.; Bob C. Lift, serv. mgr.; H. C. Webb, chief pur. agt.; N. Dann, asst. pur. agt.

HOLLINGSHEAD CORP., R. M., 840 Cooper st., Camden, N. J. Aviation, industrial automotive and household chemical maintenance products including polish, hydraulic brake fluid, cleaner, shock absorber fluid, cooling system chemical, appearance conditioning chemicals and products. R. M. Hollingshead, chmn. of bd.; Stewart Hollingshead, chmn. exec. comm.; W. H. Norton, pres.; T. J. Bagley, exec. vice-pres.; D. O. Severson, vice-pres., sales; W. H. Lukens, vice-pres. (export); T. H. Risk, vice-pres. (research); A. E. Moore, vice-pres. (laboratory); O. J. Blank, vice-pres. (production); C. R. Ferris, secy.-treas.; R. E. Plum, prod. mgr., R. LeKashman, mgr. (automotive); J. R. Flynn, contr.; O. H. Timms, pur. agt.; J. P. Reese, traffic mgr.; V. M. Mantz, research dir.; L. Hicks, export mgr.; R. E. Conley, gen. adv. mgr.; Mark Wilson, art dir. **Adv. Agcy.** — Campbell - Mithun, Inc., Palmolive bldg., Chicago, Ill.

HOLMES CO., ERNEST, 2505 E. 43rd st., Chattanooga 7, Tenn. Holmes wreckers, service bodies, wrecking equipment. Ernest W. Holmes jr., pres.; C. C. Shackleford, vice-pres.; S. B. Strang, secy.; Marie B. Love, treas.; H. T. Sliger, works mgr.; H. C. Gould, sales mgr.; J. H. VanZandt, parts and acc. mgr.; E. E. Cline, chief engr.; A. M. Morton, pur. agt. **Adv. Agcy.**—Acme Adv. Agency, Atlanta, Ga.

HOMESTEAD VALVE MFG. CO., Box 98, Coraopolis, Pa. Hypressure Jenny steam cleaner, Hypressure Jenny compounds, Homestead holsters and valves. W. R. Schuchman, chmn. of bd.; F. E. Schuchman, pres. and gen. sales mgr.; Elliott G. Johnson, adv. mgr.; Fred Schuchman, mgr. Jenny sales; J. McCutcheon, mgr. valve sales; Millard F. Jones, pur. agt. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. E. V. Hudson, acct. exec.

HOOF PRODUCTS CO., 6543 S. Laramie ave., Chicago 38, Ill. Engine governors, velocity and centrifugal types; timing gear, silent; steel and aluminum-steel matched sets; timing chains; sprockets. A. C. Hoof, pres., treas.; C. E. Johnson, vice-pres., gen. mgr.; D. Gust, works mgr.; R. W. Green, serv. mgr.; J. S. Jennings, chief engr.; A. Sucksdorf, pur. agt. **Adv. Agcy.**—Symonds MacKenzie & Co., Chicago, Ill.

HOOVER BALL AND BEARING CO., Ann Arbor, Mich. C. W. Lighthall, pres., gen. mgr.; W. Arnold, vice-pres., secy.; W. Watrous, treas.; W. Lighthall, works mgr.; F. H. Lennox, sales mgr., adv. mgr.; J. B. Fyfe, asst. sales mgr.; Clare Kooistra, chief engr.; Bert C. Reynolds, pur. agt., traffic mgr.; Leo Rollins, pub. rel. mgr. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich.

HOPE METAL PRODUCTS, INC., 1505 Rockwell ave., Cleveland 14, O. Heavy-duty metal parts bins, super strength commercial shelving, special storage equipment, shop equipment (benches, stool, counters, tool toters), etc., storage cabinets, special automotive displays of steel, toilet partitions, office partitions, shower stalls, metal hospital cubicles. Ivor H. Hope, pres., treas.; Milton I. Hope, vice-pres., secy., gen. mgr.; B. King Hope, asst. secy.; W. Price, works mgr.; B. A. King, sales mgr.; James Campbell, chief engr.; L. T. (AKA Bob) Hope, chmn. of bd.; James Knize, construction material foreman; Frank L. Butz, advisor. **Det. Rep.**—Vernon M. Peel. **Adv. Agcy.**—Symonds MacKenzie & Co.

HOUDAILLE-HERSHEY CORP., 1500 Fisher bldg., Detroit 2, Mich. Shock absorbers, bumpers, bumper guards, torsional vibration dampers, brake levers, fender shields, air cleaners, tire covers, locks. Charles Getler, pres., chmn. of bd. and gen. mgr.; Walter J. Bemb, Frank G. Fisher, Don S. Devor, vice-presidents; G. C. Saltarelli, secy.; T. R. Oakes, treas.; Chas. B. Eisenhauer, mgr. of mfg.; Frank T. Downs, mgr. of sales; E. L. Potter and A. P. Fergueson, asst. sales; E. F. Riopelle, mgr. of engrg.; W. Saunders, pur. agt. **Det. Rep.**—Frank T. Downs, 1500 Fisher bldg., Detroit, Mich. **Adv. Agcy.** — LaGrange & Garrison, Indianapolis 4, Ind.

HOUGHTON & CO., E. F., 303 W. Lehigh ave., Philadelphia 33, Pa. Carburizers, heat treating salts, cutting oils, drawing oils, tempering oils, textile oils and softeners, leather belting and packings, and lubricants. Aaron E. Carpenter, chmn. of bd., gen. mgr.; Wm. F. MacDonald, pres. & treas.; Dr. R. H. Patch (operations), D. J. Richards (sales), vice-presidents; E. A. Carpenter, secy.; Herbert M. Michael, M. M.; Douglas C. Miner, adv. mgr.; Herbert B. Fox, pur. agt.; Harry C. Mohrman, traffic mgr. **Det. Rep.** — H. E. Martin, Stephenson bldg.

HOUSER ENGINEERING & MFG. CO., INC., 200 E. Spring st., Bluffton, Ind. Designers and manufacturers of automotive specialty parts and replacement parts. Miles S. Houser, pres.; Harold E. Bowman, chief engr.; Craven Emshwiller, pur. agt., secy.-treas.

HUB CITY IRON CO., 217 First ave., S.W., Aberdeen, S. D. Valve guides, valve seats, shop equipment. P. C. Green, pres. and gen. mgr.; Mayme C. Green, secy. and treas.; Alberta G. Smith, vice-pres.; F. Glover, works mgr.

HUDSON LAMP CO., 528 Elm st., Arlington, N. J. Miniature incandescent lamps: automotive, flashlight, radio panel. J. D. Ceader, pres.; David E. Davis, secy. treas.; L. A. Musella, asst. secy.-treas. Herman Fine, works mgr.; J. R. Bassler sales mgr.; J. D. Collins, chief engr.

HUDSON MOTOR CAR CO., 12601 E. Jefferson ave., Detroit 14, Mich. Automobiles. A. E. Barit, pres., gen. mgr.; S. G. Baits, 1st vice-pres., asst. gen mgr.; H. M. Northrup, vice-pres., chge. operations; Robert Barit, vice-pres., chge pur.; J. W. Eskridge, vice-pres., chge. mfg.; R. G. Waldron, vice-pres., chge. ind. rel.; A. Hood, secy.-treas.; N. K. VanDerzee, vice-pres., chge. sales.; C. A. J. Hadley, sales mgr.; G. R. Browder, dir. adv. mdse.; W. S. Milton, dir. serv.; W. L. Courage, dir. of distribution; W. H. Thoreson, dir. of overseas operations; T. P. Rhoades, dir. of pub. rel.; J. F. Jones, factory mgr.; M. H. Toncray, chief engr.

HUGHES-KEENAN CORP., London road, Delaware, O. Roustabout cranes, winches, hi-lift. G. W. Way, pres., gen. mgr.; W. E. Post, vice-pres.; Harry A. Humes, secy., treas. **Adv. Agcy.**—Carr Liggett, Cleveland, O.

HULL MFG. CO., P. O. Box 246, Warren, O. Illuminated automobile compass for night and day driving. Walter E. Hull, pres., treas., gen. mgr.; Ralph W. Hull, vice-pres., works mgr.; Agnes W. Hull, secy.; Thomas L. Kalahar, sales, adv. mgr., asst. treas. **Adv. Agcy.**—R. J. McCallister Co., P. O. Box 55, Canfield, Ohio. R. J. McCallister, acct. exec.

HUNTER ENGINEERING CO., Hunter ave. and Ladue road, St. Louis 24, Mo. Hunter tune-in wheel balancer. Lee Hunter, pres.; Jos. L. Haenny, vice-pres., sales mgr.; E. R. Werngren, vice-pres., credit mgr.; George Worthington, vice-pres., works mgr.; Joseph Hunter, secy., treas. **Adv. Agcy.**—Oakleigh French & Assoc., St. Louis, Mo. Ken Bayer, acct. exec.

HUPP CORP., 7450 Melville ave., Detroit 17, Mich. Hupp ABF Regulator Products div., 7450 Melville, Detroit 17. Globe Stamping div., 1250 W. 76th st., Cleveland 2, O. Amgears, Inc (subsidiary), 7450 Melville ave., Detroit 17. All-electric window lifts and seat adjusters, grilles, hub caps, fender shields, moldings, assemblies, over-underdrive transmission units, gears, gear-tools, refrigeration products. R. S. Geddes, pres.; Peter F. Rossmann, exec. vice-pres.; R. E. Wilcox, vice-pres.; Don H. Gearheart, vice-pres.; S. J. Evison, asst. vice-pres.; Paul B. Best jr., gen. sales mgr., Detroit; R. T. Williams, asst. sales mgr., Cleveland; L. A. Quart, dist. sales mgr.; I. J. Carroll, dir. of pur., Cleveland; A. T. Stewart, dir. of pur., Detroit.

HYATT BEARINGS DIV., General Motors Corp., Harrison, N. J. Roller bearings. R. H. Cramer, gen. mgr.; J. R. Gilmartin, gen. sales mgr.; H. M. Carroll, adv. mgr.; E. S. Clymer, prod. mgr.; M. A. Moore, adm. asst. to gen. mgr.; L. V. Farrell, pur. agt.; A. H. Lundius, works mgr.; W. H. Chapman, dir. of engrg. **Det. Rep.**—F. E. Booth, mgr. motor sales div. **Adv. Agcy.** — D. P. Brother & Co., Detroit, Mich. S. C. Brown, acct. exec.

HYDRA PRODUCTS, INC., 552 Northampton st., Buffalo 8, N. Y. Hydraulic jacks, license plate hooks, hydraulic rams. W. J. Schoonhart, pres.; Ramon Berg., vice-pres.; Thomas A. Rose, secy., treas.; Delbert Hawmon, gen. mgr., traffic mgr.; A. I. Hubbard, prod. mgr., buyer; Harris D. Metzger, works mgr., chief engr., pur. agt.; B. D. Hubbard, serv. mgr.

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HYDRAULIC PRODUCTS CO., 509 Westminster, Providence 3, R. I. Rams, pumps, valves, Dyna lift, Dyna valve, magic-air oiler, trundle lift, can cutter, HP plug caps, trestles, actuators; pedestal and floor type grinding machines; aircraft bolts, clamps, pins; punches. Robert E. Lindenberg, pres.; J. J. McGinnity, vice-pres.; Woolsey A. Shepard, secy.; Norman T. Bolles, vice-pres. and sales mgr.; Lloyd A. Sheeran, chief engr.; Elisha C. Mowry, treas.; Charles

(Continued on Page 199)

Who's Who in Auto Industry

(Continued from Page 198)

Graben, gen. supt.; E. E. Bushman, works mgr.; William A. Stewart, pur. agt.

HYGRADE PRODUCTS DIV., Standard Motor Prod., Inc., 37-18 Northern blvd., Long Island City 1, N. Y. Carburetor kits and parts; fuel pumps, kits and parts; speedometer cable and casing assemblies. Elias Fife, pres., treas.; H. O. Rosenstein, vice-pres., secy.; A. Roffman, adv. mgr.; B. Fife, gen. mgr.; J. F. Kenny, sales mgr.; J. J. Smith, asst. sales mgr.; L. Steinburg, chief engr.; L. Beck, pur. agt.; N. L. Sills, per. mgr. **Adv. Agcy.** — Friend, Reiss, McGlone Adv. Co., New York, N. Y. Harold Reiss, acct. exec.

HYMAN CO., S. E., 326 Jackson st., Fremont, O. Automobile seat covers, door scuff pads, wedge cushions, arm rest covers. R. D. Pence, pres. & gen. mgr.; R. B. Newman, vice-pres. & asst. gen. mgr.; Chester Culbert, secy.; A. O. Mehling, treas.; C. H. Pickard, vice-pres. & prod. mgr.; Harold A. Dudley, supt.; Henry Sternberg, vice-pres. & sales mgr.

HYSTER CO., 2902 N.E. Clackamas, Portland 8, Ore. Also plants at Peoria, Ill. and Danville, Ill. Fork lift trucks, Straddle Trucks, Karry Krane, tractor winches, tractor cranes, tractor arches. Ernest G. Swigert, pres.; Eugene Caldwell, Frank L. Ross, vice-presidents; Harvey Black, secy.-treas.; Eugene Caldwell, gen. works mgr.; Philip Hill, sales mgr.; Theron Howard, Ray Ronald, R. F. Moody, sales mgrs.; Dar Johnson, adv. and sales prom. mgr.; Jack Lewis gen. serv. mgr.; Bart Nordling (East), serv. mgr.; Al Zwald, chief engr.; Paul Rhodes (West), Ken Waldron (East), pur. agts. **Det. Rep.**—Bentley & Hyde, 12945 Puritan ave., Detroit 27. **Adv. Agcy.**—Foote, Cone & Belding, Portland. A. R. Finley, acct. exec.

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IMPERIAL BRASS MFG. CO., 1200 W. Harrison st., Chicago 7, Ill. Tube fittings, flexible fuel lines, flexible hose and attachable fittings, needle and shut-off valves, drain cocks, fuel strainers, dash controls, tube cutters, benders, flaring tools, barrel faucets, battery hydrometers, soldering equipment. F. C. Shafer, pres. and treas.; W. C. Musham, vice-pres.; F. Harris, secy.; W. C. Alvin, wks.; J. T. Greenlee, vice-pres., sales mgr., ind. div.; C. H. Benson, vice-pres., sales mgr., distributor sales; C. O. Engels, sales mgr., automotive dist. sales and export sales; E. F. Todd, adv. mgr.; M. L. Warder, asst. adv. mgr.; G. Franck, dir. of engrg.; W. B. Burnet, pur. agt.; Einer Samuelson, traffic mgr. **Adv. Agcy.** — Kreicker & Meloan, Inc., Chicago 1, Ill. George Podlesak and Bert Behles, acct. execs.

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IMPERIAL INDUSTRIES, INC., 4436 Walker ave., Wayne, Mich. Signs, displays, merchandising aids, industrial plastic fabrication. W. G. Lewellen jr., pres., gen. mgr., pur. agt.; C. O. Betz, vice-pres., treas., prod. mgr., chief engr.; R. W. Struthers, sales mgr. **Det. Office**—628 Pallister.

INDEPENDENT LOCK CO., Fitchburg, Mass. Locks, key blanks, key cutting machines. G. W. Falk, pres.; J. J. Meyer, vice-pres. and gen. mgr.; B. S. Falk, sales mgr.; B. A. McCuen, mdse. mgr.; F. Grady, wks. mgr.; H. B. McGuirk, serv. mgr.; B. Kaplan, pur. agt.; K. Francis, cf. engr.; J. Manning, traffic mgr. **Det. Rep.**—Harry J. Sherman, 2101 Cass ave. **Adv. Agcy.**—Humphrey, Alley & Richards Inc., 1235 Statler bldg., Boston, Mass. Herman Allen, acct. exec.

INDEPENDENT PNEUMATIC TOOL CO., 175 N. State st., Aurora, Ill. Portable electric and pneumatic tools. Neil C. Hurley jr., pres.; W. A. Nugent, exec. vice-pres.; J. A. Hill, mgr. industrial tool sales; John A. McGuire, secy., parts and acc. mgr.; James A. Lind, treas.; John Bank, wks. mgr.; John F. Corkery, electric tool sales mgr.; George Thoma, sales prom. mgr.; W. Mitchell, dir. of engrg. and research; L. L. Tess, pur. agt. **Det. Rep.**—J. B. Dempsey, 15605 Woodrow Wilson.

INDIAN COMPANY, 29 Worthington st., Springfield, Mass. Manufacturer of motorcycle, sidecars, delivery vans, motorcycle parts and accessories. John L. Brockhouse, chmn. of bd.; F. E. State, pres. and treas.; Herman Haimes, secy.; Sidney Cooley, asst. secy.; Harvey R. Preston, Maj. Gen. Everett S. Hughes, directors.

INDUSTRIAL REPRODUCTIONS, INC., 341 E. 162 st., New York 56, N. Y. State booster front plates, E-Z initials, car plates, dashboard signs. Howard S. Hakoun, pres.; Lewis Hertz, secy., sales mgr. **Det. Rep.**—Paul J. Stern, 897 Clinton Springs ave., Cincinnati, O. **Adv. Agcy.**—Creative Advertising, Mt. Vernon, N. Y.

INDUSTRIAL RESEARCH, INC., 4016 N.W. 29th st., Miami 42, Fla. Catalyst battery caps. Ray F. Sadler, pres.; Creswell E. Stedman, vice-pres.; P. Howard Wills, secy., treas. C. H. Laughlin, gen. mgr.; Harold M. Gulick, cf. engr.; Bradford Wyckoff, pub. rel. mgr. **Adv. Agcy.**—Wyckoff & Parish, 2900 N.W. 79th st., Miami 47, Fla. Bradford Wyckoff, acct. exec.

INDUSTRIAL TAPE CORP., U. S. Highway No. 1, New Brunswick, N. J. (Sub. of Johnson & Johnson.) Permacel Industrial Tapes; Texcel Cellophane Tapes; Bondex. E. J. Fitzpatrick, pres.; J. H. Scherer, vice-pres. chge. sales; J. J. Gibson, secy.; J. Skarbek, treas.; J. L. Callahan, dir. mdsg.; A. A. Hally, dir. sales planning; L. Brudno, industrial adv. mgr.; R. S. Clarke, pur. agt.; G. A. Fitzgerald, industrial sales mgr. **Adv. Agcy.**—The Aitkin-Kynett Co., Philadelphia, Pa. Martin E. Goldman, partner.

INDUSTRIAL WIRE CLOTH PRODUCTS CORP., 3927 4th st., Wayne, Mich. Oil bath air cleaner and silencer assy., crankcase breathers, oil pump, fuel pump and carburetor strainers, cowl ventilator screens, refrigerator and oil burner strainers, wire cloth parts and assemblies. F. A. Vollbrecht, pres. and gen. mgr.; D. E. Agren, vice-pres.; W. S. Murdock, secy.; K. W. Foust, treas.; W. L. Smith, wks. mgr.; Hal F. Schulte, sales mgr.; L. F. Kline, cf. engr.; E. J. Mortlock, pur. agt. **Adv. Agcy.**—Karl G. Behr Agency, Detroit 1, Mich.

INGERSOLL-RAND CO., 11 Broadway, New York 4, N. Y. Air compressors, air tools, electric impactools, diesel engines, centrifugal pumps, blowers, rock drills, steam condensers. D. C. Keefe, pres.; D. R. Lowry, vice-pres.; L. C. Hopton, secy.; R. L. Carpenter, treas.; H. G. Conkey, vice-pres.; N. D. Cherry, asst. sales mgr.; G. W. Morrison, adv. mgr.; A. Loomis, asst. adv. mgr.; W. L. Garrison, pur. agt.; D. Nelson, traffic mgr. **Det. Rep.**—D. Fleck, mgr., Ingersoll-Rand Co., Congress st. **Adv. Agcy.**—Beaumont, Heller, Sperling, Reading, Pa.

INGERSOLL STEEL DIV., Borg-Warner Corp., New Castle, Ind. High carbon and alloy steel sheets and plates, high speed and stainless steel sheets, armor plate steel, stainless clad steel, saw steels, automotive and tractor clutch discs, hand shovels. H. G. Ingersoll, pres., gen. mgr.; S. L. Ingersoll, vice-pres., treas.; A. P. Zetterberg, secy.; T. L. Nelson, wks. mgr.; R. W. Leigh, sales mgr.; R. M. Atwater, cf. engr.; G. L. Smith, pur. agt. **Det. Rep.**—N. K. Van Osdol, 6432 Cass ave. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill.

INLAND MANUFACTURING CO., 1108 Jackson st., Omaha 8, Neb. Radiator repair shop equipment including: Radiator flow-testing machines, radiator testing and repair benches, radiator cleaning tanks, radiator back-flushing booths, block de-scaling machines, radiator leak exposer, small tools and expendable supplies used by radiator repair shops. Daniel Langfeld, pres., gen. mgr.; B. Langfeld, vice-pres.-treas.; Sam L. Grasso, mgr., mfg. depts.; James V. Grasso, mgr. equip. div.

INLAND MFG. DIV., General Motors Corp., 2727 Inland ave., Dayton 7, O. Steering wheels, plastic and rubber; motor mounts; gravel shields; rocker mats; weather strips, molded and extruded; injection molded plastic parts; clutch assemblies; hydraulic brake hose; brake lining. J. D. O'Brien, gen. mgr.; E. E. Bollinger, factory mgr.; M. A. Lause, gen. sales mgr.; L. A. Benz (automotive div.), A. J. Fouts (refrig. and allied prod.), asst. sales mgrs.; H. J. Raiff, prod. mgr.; F. W. Sampson, cf. engr.; D. Hagans, pur. agt.; J. J. Braham, div. compt.; W. A. Blake, traffic mgr. **Det. Rep.**—R. H. Smith, 5-232 General Motors bldg., Detroit 2.

INLAND RUBBER CORP., 431 S. Dearborn st., Chicago 5, Ill. Tires, tubes and repair materials. V. E. Ober, vice-pres.; J. H. Hoffman, secy.; B. Weaver, treas.; H. L. Mahoney, adv. mgr. and sales prom. mgr. **Adv. Agcy.** — Buchen Co., Chicago, Ill. George Weisenbach, acct. exec.

INLAND STEEL CO., 38 S. Dearborn st., Chicago 3, Ill. Bars, sheets, strip, structurals, plates, tin plate, floor plate, piling, reinforcing bars, rails, track accessories. C. B. Randall, pres.; J. L. Block, exec. vice-pres.; H. W. Johnson, P. D. Block jr., L. B. Block, H. H. Strauss, vice-presidents; G. Megan, secy.; R. L. Peters, treas.; F. M. Rich, wks. mgr.; J. F. Smith jr., vice-pres. in chge. of sales; Anthony M. Ryerson, gen. mgr. sales; W. E. Geidt, adv. mgr.; Fred Johnson, cf. engr.; W. H. Stapleton, pur. agt.; R. R. Flynn, traffic mgr.; L. B. Hunter, ind. rel. mgr. **Det. Rep.**—W. H. Williams. **Adv. Agcy.** — Weiss and Geller, Inc. Bernard Gross, acct. exec.

INSULINE CORP. OF AMERICA, 36-02 35th ave., Long Island City 1, N. Y. Electronic components, metal fabrications, cabinets, chassis, aerials, jacks, switches, terminal strips, plugs, testing tools, test leads. S. J. Spector, pres.; B. L. Cahn, vice-pres., gen. mgr. and sales mgr.; A. Spector, secy. and treas.; F. Henneke, wks. mgr.; J. Maresca, asst. sales; A. S. Chambers, adv. mgr.; J. Abel, cf. engr.; H. Weston, pur. agt.; J. Molter, traf. mgr.; R. Hertzberg, pub. rel. mgr. **Adv. Agcy.**—Bass & Co., New York, N. Y. Sidney Bass, acct. exec.

INSUL-MASTIC CORP. OF AMERICA, 1141 Oliver bldg., Pittsburgh 22, Pa. Automobile underbody coating; cork impregnated underbody coating; trailer topping, mastic roofing for trailers and commercial vehicles; corrosion preventive; weatherproofing, waterproofing, vapor-sealing and insulating mastics for masonry, metal and other surfaces; cork mastic insulation for tanks, ducts, auto and truck bodies; protective coating and vapor-sealing for insulation; plastic packaging systems. Clifford Off sr., pres.; J. C. Ankeny, vice-pres.; N. F. Cermindro, asst. to vice-pres.; Clifford Off jr., sales mgr.; H. E. Rapp, tech. dir.; Clarence E. Hall, controller; R. H. Maloy, adv. mgr.

INTERCHEMICAL CORP., Murphy Paint Div., 224 McWhorter st., Newark 1, N. J. Paints, varnishes, enamels, lacquers. James Beckett, pres., M. P. D. Pacific—J. M. Barkdull, mgr.; Albert E. Gardner, adv. mgr. **Adv. Agcy.** — Salow and Associates, Passaic, N. J.

INTER-COMMUNICATION SYSTEM OF AMERICA, 1112 S. Wabash ave., Chicago 5, Ill. Service control, inter-communication equipment of all types, public address systems. Nathan C. Meyer, pres.; Joseph Meyer, vice-pres.; Milton C. Meyer, secy.-treas. **Adv. Agcy.** — Van Heckler, Chicago, Ill.

INTERNAL MOTOR CLEANER CO., 5920 Bryant st., Pittsburgh 6, Pa. Internal motor cleaners, pumps, filters, oil drums, hydraulic brake cleaners and bleeders. J. C. Hill, pres.; G. E. Saussure, vice-pres., gen. mgr.; A. F. Jordan, vice-pres. in chge. of sales and adv.; E. A. Hill, secy.-treas.; M. S. Maxwell, serv. mgr., pur. agt. **Det. Rep.**—T. G. Dow-

(Continued on Page 200)

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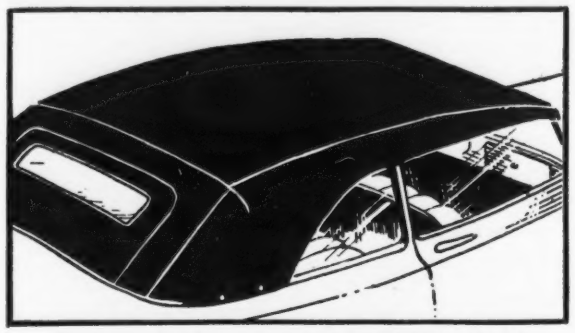

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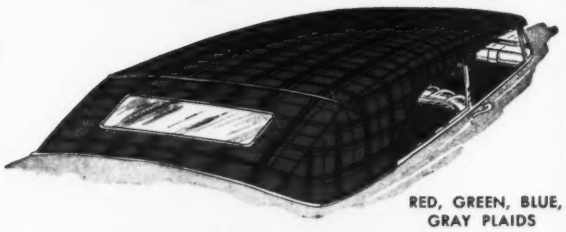

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Who's Who in Auto Industry

(Continued from Page 199)

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K

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K-D MFG. CO., 526 N. Plum st., Lancaster, Pa. Automotive service tools, flat steel washers. Martin C. Delinger, pres.; H. W. Kulp, secy., treas.; Edward Barto, works mgr.; C. P. Brewster, sales & adv. mgr.; Parke I. Girvin, pur. agt. **Det. Rep.**—H. J. Lipp, 1121 Veto st., Grand Rapids, Mich., and S. A. Cook, Inc., 1414 S. Michigan ave., Chicago 5. **Adv. Agcy.** — William D. Andes, Lancaster, Pa.

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(Continued on Page 201)

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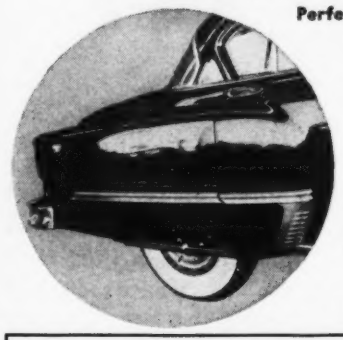

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KIMBLE CLASS CO., Subsidiary Owens-Illinois Glass Co., P. O. Box 1035, Toledo 1, O. Battery hydrometers and anti-freeze solution testers. S. J. McGiveran, pres.; W. G. Swanson, factories mgr.; Harlan Hobbs, sales mgr.; Frank M. Osbourne, asst. sales mgr.; W. E. McWhorter, adv. mgr.; J. A. Serra, serv. mgr.; W. W. Saatkamp, pur. agt. **Det. Rep.**—L. E. Beitler, Kimble Glass, 3-109 General Motors bldg., Detroit 2. **Adv. Agcy.** — J. Walter Thompson Co., New York, N. Y. W. A. Perry, acct. exec.

KING ELECTRIC EQUIPMENT CO., 9123 Inman ave., Cleveland 5, O. Automotive ignition electrical testing equipment, battery charging and testing equipment. Kent Fullerton, pres., treas.; Geo. Makuh, vice-pres., engrg.; T. F. McDonald, secy.; Wm. Bender, controller. **Adv. Agcy.**—Gregory & House, Cleveland, O.

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KINGHAM TRAILER CO., INC., 1409 W. Hill st., Louisville 10, Ky. Truck-trailers. John B. Kingham, pres.; E. J. Lucas, vice-pres., gen. sales mgr.; W. L. Broghamer, vice-pres., chief eng., prod. engr.; Celia M. Kingham, secy.-treas.; V. C. Phelan, asst. secy.; T. A. Donnelly, mgr. trailer sales; E. W. Hatcher, special rep., trailer sales; E. H. Cosgrove, mgr. mfgrs. sales; C. M. Falk, parts and traffic mgr.; P. W. Berry, pur. **Det. Rep.**—W. G. Retzlaff, Acme Trailer Co., 3400 W. Jefferson. **Adv. Agcy.**—W. J. Smith, Louisville, Ky.

KIRSPEL INDUSTRIES, INC., Livingston, N. J. Valve caps (automotive) passenger, truck and airplane tire irons, tools and equipment. Robert Kirspel, pres.; A. Judson, vice-pres.; G. Kirspel, secy.; W. Dowd, sales mgr.; H. Blenkle, cf. engr. **Adv. Agcy.**—Formerly Gunn-Mears, New York, N. Y.

KIT MFG. CO., 1401 West 17th st., Long Beach, Calif. Kit Coach Homes (Trailer Coaches). J. H. Nicholson, pres.; D. Pocapalia, vice-pres.; A. J. Romeyn, secy.-treas.; V. T. Kruse, wks. mgr.; T. G. Fagan, vice-pres., sales mgr., adv. sales prom., pub. rel. mgr.; C. E. Bennett, serv. mgr.; C. C. Cooke, cf. engr.; L. Braud, pur. agt. **Adv. Agcy.**—Yambert Procknow Advertising Agency, Beverly Hills, Calif.

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KLEER-FLO CO., 250 W. 57th st., New York 19, N. Y. Parts cleaning machines, parts cleaning brush, Roto-pumps, cleaning compounds. Louis Rosenberg, gen. mgr.

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KNOX METAL PRODUCTS, INC., Main st., Thomson, Ga. Truck bodies, stake and platform bodies, pickup bodies, utility trailers, farm harrows, farm wagons, automotive stampings. P. S. Knox jr., pres.; John T. Cash, vice-pres., treas., gen. mgr., sales mgr.; Guy Mims jr., secy.; J. A. Hutchinson jr., wks. mgr., cf. engr.; John T. Cash, sales mgr. **Adv. Agcy.** — Richardson, Sanders and Sample, 101 Marietta Street bldg., Atlanta, Ga.

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KOPP GLASS, INC., Swissvale, Pa. Colored signal glass for railroads, aircraft, airport, marine, traffic and automotive use beam-control-lenses; industrial glass specialties to customers' specifications. C. J. Huot, pres.; F. S. Huot, exec. vice-pres., gen. mgr.; G. D. Hammond, secy.; Grant Curry, treas.; F. A. Frost, wks. mgr.; J. L. Newton, vice-pres. and sales mgr.; Dr. C. E. Leberknight, dir. research and engrg.; Harvey Clark, pur. agt.; J. B. Fullen, traffic mgr. **Adv. Agcy.**—Walker & Downing, Pittsburgh, Pa. J. F. Sweeny, acct. exec.

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L C PRODUCTS, 2232 Alvord st., Indianapolis 7, Ind. Automotive water pumps. E. W. Phillips, gen. mgr., wks. mgr.; Hulman Reed, mgr.; A. I. Lewis, sales mgr.; M. W. Wells, adv. mgr.; J. D.

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(Continued from Page 201)

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LaFONTAINE - DETROIT, 13639 Elmira, Detroit 27, Mich. Sales promotion campaigns, satin and outdoor cloth banners, cloth, fiber and metal signs, point of purchase displays, imprinting and mailing. T. J. LaFontaine, pres. and treas.; E. L. Coppock, vice-pres. and sales mgr.; P. J. LaFontaine, secy.; E. W. Knevals, asst. sales mgr.

La FRANCE PRECISION CASTING CO., 29th and McKean sts., Philadelphia 45, Pa. Chrome name plates. Joseph A. Tetl jr., gen. mgr. **Adv. Agcy.**—Louis B. Klein, Philadelphia, Pa.

LAHER SPRING & TIRE CORP., 26th and Magnolia sts., Oakland 7, Calif. Auto springs and leaves; passenger, truck and bus batteries; passenger, truck and bus tires and tubes, brake lining and engineered sets, segments and blocks. F. J. Laher, pres., gen. and adv. mgr.; C. M. Jorgensen, vice-pres., asst. gen. mgr.; F. P. Prevost, secy.; F. E. Morarity, treas.; H. A. Johnson, vice-pres. and gen sales mgr.; G. O. Spake, Eastern div. sales mgr.; T. J. Laher, asst. sales mgr.; O. E. Hopfer, asst. adv. mgr.; Robert Stutt, sales prom. mgr.; H. B. Clary, chief engr.; S. W. Cobb, pur. agt.; T. J. Laher, traffic mgr. **Det. Rep.**—C. M. Jorgensen, 26th and Magnolia sts., Oakland, Calif., and L. T. Swallow, 18293 Roselawn, Detroit, Mich. **Adv. Agcy.**—O. E. Hopfer, Oakland, Calif.

LAMSON & SESSIONS CO., 1971 W. 85th st., Cleveland 2, O. Bolts, nuts, screws, cotters, rivets, screw machine products. Roy H. Smith, chmn. of bd., dir.; George S. Case jr., pres.; J. F. Donahue, exec. vice-pres.; R. G. Patterson, vice-pres. and gen. sales mgr.; J. G. Rayburn, mdse. dir.; A. E. R. Peterka, div. sales mgr.; Don Koehl, mgr. automotive replacement sales; A. U. Klingman, mgr. railroad sales; D. J. Brown, mgr. aircraft sales; C. A. Polinek, mgr. gov. and export sales; Ray Burns, asst. mgr. automotive replacement sales; George W. Hinds, dir. of pur.; F. J. DeCrane, pur. agt.; G. N. Cottier, asst. pur. agt.; Gordon Kramp, traffic mgr. **Det. Rep.** — Lamson & Sessions, 7-237 General Motors bldg., Detroit. **Adv. Agcy.**—Belden & Hickox, Cleveland, O. John Hickox, acct. exec.

LANAGAN & HOKE, INC., Easton rd., Warrington, Pa. Electrical automotive testing equipment. Herbert Barness, pres.; Irving B. Brager, treas.

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LAUDAR CO., 121 E. Hill st., Thomson, Ga. Sales control boards, service production controls, seven-point car invoices, car service menus and records. Darrell M. Johnson, pres.; George M. Walton, vice-pres. and gen. mgr.; Jack G. Johnson, secy. and treas. **Adv. Agcy.**—Richardson & Sanders, 101 Marietta st. bldg., Atlanta, Ga.

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LEAKE STAMPING CO., THE, 1251 E. First st., Monroe, Mich. Metal stampings, interior automotive stampings, oil pans, overhead valve engine rocker arms, body and reinforcements, accessory stampings, frame brackets, cylinder head covers, instrument panels. James M. Leake, pres. and gen. mgr.; A. B. Leake, vice-pres. and secy.; James A. Leake, wks. mgr. and sales mgr.; A. K. Hill, project engr.; H. G. Scott, pur. agt. **Det. Rep.**—T. J. Keefe, 9401 Quincy, Detroit 4, Mich. **Adv. Agcy.**—Toledo. O. Carl Eversole, acct. exec.

LEE CO., K. O., 1100 First ave., S. E., Aberdeen, S. D. Valve refacer, seat grinder, seat insert tool; connecting rod aligner; valve seat rings, mobile valve shop; stud wrench; reamer drive; AC arc welder. C. C. Lee, pres., gen. mgr.; Louis R. Anderson, asst. gen. mgr.; Don C. Stablein, sales mgr.; Phil J. Braunstein jr., adv. mgr.; Delo Lee, chief engr.

LEE RUBBER & TIRE CORP., Factories: Conshohocken, Pa. and Youngstown, O. General office: Conshohocken, Pa. Motor vehicle tires and tubes, cement repair material, industrial and mechanical rubber conveyor and power belting, hose (various), extruded rubber products, etc. Albert A. Garthwaite, pres., gen. mgr.; O. S. Dollison, vice-pres.; Robert M. Brasaemle, vice-pres., chge. mgr.; Elden E. Leach, vice-pres., chge. plants; Arthur H. Nellen, vice-pres., chge. development and research; Warren Ingersoll, asst. to pres.; Arthur S. Pouchot, treas.-compt.; B. Herbert Lee, adv. mgr.; Paul Van Anda, secy.; Daniel H. Handy, asst. secy.; Joseph J. Rooney, asst. treas.; T. C. Boase, asst. secy. (Republic div.); J. C. Carlin, process engr.; J. J. Conway, pers. dir.; A. A. Garthwaite jr., asst. to vice-pres. in chge. of plants; Ernest M. Ikirt, gen. mgr. (Republic div.); Frederick Leopold, chief engr.; J. Russell Shaw, pur. agt. **Adv. Agcy.**—Gray & Rogers, 12 S. 12th st., Philadelphia 7, Pa.

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LEISTER GAME CO., 30 N. Erie, Toledo 2, O. Plastic pennants, fringes, window cards, price tags, aluminum whirlers. Reginald S. Leister, pres. **Adv. Agcy.**—Beeson & Reichert, Toledo, O. John Munn, acct. exec.

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LIBBEY-OWENS-FORD GLASS CO., Nicholas bldg., Toledo 3, O. Regular, color clear and colored polished plate glass; transparent mirrors; heat tempered polished plate glass; safety glass; E-Z-Eye safety glass; insulating glass units; window glass; structural glass; bullet resisting glass; patterned and wire glass; glass doors, film-covered electricity-conducting glass. John D. Biggers, pres.; L. G. Bryan, vice-pres.; H. H. Baker, vice-pres. and secy.; S. S. Walls, vice-pres.; C. W. Davis, vice-pres.; F. E. Cazayoux, compt. and treas.; G. P. MacNichol jr., vice-pres.; E. M. Everhard, gen. sales mgr.; E. C. Walbridge, dist. sales mgr.; H. J. Yerger, dist. safety glass mgr.; A. P. Plant, indus. sales mgr.; Geo. E. Hill jr., indus. safety glass mgr.; Franklin R. Hawkins, adv. mgr.; Earl Aiken, sales prom. mgr.; William H. Hasselbach, dir. of engrg.; J. C. Diehl, pur. agt.; John A. Faller, traffic mgr.; J. M. Ashley, pub. rel. mgr. **Det. Rep.**—S. S. Hall. **Adv. Agcy.** — Fuller & Smith & Ross, Inc., Cleveland, O. E. V. Carlquist and C. H. Day, acct. execs.

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(Continued on Page 203)

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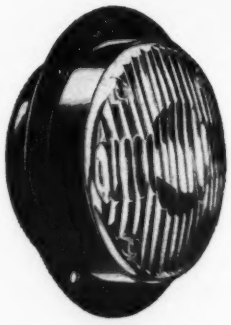

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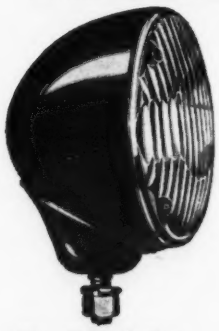

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(Continued from Page 202)

vice-pres. in chge. of mfg.; W. R. Persons, vice-pres. in chge. of sales; G. G. Landis, vice-pres. in chge. of engrg.; L. K. Stringham, chief engr.; Harold Burnip, dir. of pur.; G. E. Tenney, serv. mgr.; Arthur Todd, traffic mgr.; A. F. Davis, pub. rel. mgr. **Det. Rep.**—The Lincoln Electric Co., branch office, 10228 Woodward ave., A. F. Boucher, dist. mgr. **Adv. Agcy.** — Griswold-Eshleman, Cleveland, O. Wm. Pelich, acct. exec.

LINCOLN ENGINEERING CO., 5701 Natural Bridge ave., St. Louis 20, Mo. Lubricating equipment; grease fittings; grease guns, manual and power operated; pumps (grease, oil, transfer, underbody coating materials); air, grease and oil hose. Alex P. Fox, pres.; Foster Holmes, vice-pres. in chge. sales, treas.; Carl H. Mueller, dir. of engrg.; John E. Renner, gen. sales mgr.; R. Kloos, adv. mgr.; Clark Scheip, sales prom. mgr.; Geo. Hubbard, special automotive rep.; John E. Casey, special automotive rep.; Jos. Jenkins, serv. mgr.; L. C. Rotter, chief engr.; D. K. Howell, pur. agt.; Vernon Hudder, traffic mgr. **Det. Branch Mgr.**—Morgan Lawton, 8627 Woodward ave. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo. A. Maescher jr., acct. exec.

LINCOLN-MERCURY DIV., of Ford Motor Co., 6200 W. Warren ave., Detroit 32, Mich. Lincoln and Mercury cars. Benson Ford, vice-pres., gen. mgr., Lincoln-Mercury div.; Richard E. Krafoe, asst. gen. mgr.; J. Z. Brink, div. contr.; R. P. Powers, gen. mfg. mgr.; D. E. Irwin, mgr., ind. rel.; Joseph E. Bayne, gen. sales mgr.; A. H. Crowley, mgr. product prom. and dist.; R. R. Nadal, mgr., product sales and serv.; R. F. G. Copeland, adv. and sales prom. mgr.; J. B. Millis, pub. rel. mgr.; E. D. Longenecker, nat'l serv. mgr.; E. A. Erickson, parts and acc. mgr.; C. S. Brown, gen. pur. agt.; Grover Spilman, quality control mgr.; W. A. Keller, nat'l used car mgr.; C. J. Isett, div. traffic mgr. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., Detroit, Mich. Don Miller, acct. exec.

LINDSAY STRUCTURE, INC., 5000 Dempster st., Skokie, Ill. Prefabricated light sheet metal for steel or aluminum truck bodies. Owen S. Lindsay, pres. and treas.; L. Seton Lindsay, vice-pres.; A. E. Brunzell, secy.; Catherine C. Munson, adv. mgr. and pub. rel. mgr.; Robert L. Matson, chief engr. and pur. agt.; Elmer C. Sorensen, traffic mgr. **Adv. Agcy.**—The Fensholt Co., Chicago, Ill.

LINK-BELT CO., Executive office: 307 N. Michigan ave., Chicago 1, Ill. Automotive timing chains, conveyors and power transmission machinery. R. C. Becherer, pres.; R. F. Bergmann, vice-pres. engrg.; H. L. Hoefman, vice-pres. mfg.; H. E. Kellogg, vice-pres. and treas.; B. V. Jones, adv. mgr.; Indianapolis Plant: 220 S. Belmont ave., Indianapolis 6. F. H. Spencer, sales mgr.; W. G. Bailey, mgr., automotive and diesel engine sales. Detroit District Office and Factory Branch Store: George Paige, mgr., 5938 Linsdale ave., Detroit 4. Manufacturing Plants, Sales Offices, Factories, Branch Stores, Distributors and Representatives throughout the world. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Inc., Milwaukee 4, Wis. B. E. Hotvedt, acct. exec.

LINK ENGINEERING CO., 13845 Elmira ave., Detroit 27, Mich. Spring testers, oil consumption scales, center drills, dynamometers, flow meters, sheet tension indicator, special test equipment. H. W. Link, gen. mgr.; M. N. Weber, product development mgr.; R. A. Lundquist, sales mgr.; F. Romanski, chief engr.; A. L. Hill, pur. agt. **Adv. Agcy.**—Merritt Smith Co., Detroit, Mich. H. Merritt Smith, acct. exec.

LINN COACH & TRUCK DIV., Great American Industries, Inc., 443 Chestnut, Oneonta, N. Y. Low floor, front wheel drive trucks. William H. Buck, gen. mgr.; James M. Friery, div. compt.; Frank E. Humphries, chief engr.; John C. Christensen, plant mgr.

LION OIL CO., Lion Oil bldg., El Dorado, Ark. **Refinery:** Gasoline, distillates, kerosene, light and heavy fuels, asphalts, lubricating oils, greases and protective coatings. **Chemical Plant:** Anhydrous ammonia, aqua ammonia, nitrogen solutions; sulphate of ammonia and ammonium nitrate fertilizer. T. H. Barton, chmn. of bd.; T. M. Martin, pres.; A. F. Reed, vice-pres. and sales mgr.; J. E. Howell, R. E. Meinert and C. N. Barton, vice-presidents; Jeff Davis, secy.; E. W. Atkinson, treas.; J. B. Rogerson, mgr. of mfg.; J. H. Sheehan, sales mgr., petroleum sales; Leroy Donald, sales mgr., chemical sales; C. R. Olson, adv. and sales prom. mgr.; P. G. Anderson, traffic mgr.; John H. Gray, pub. rel. dir. **Adv. Agcy.** — Gardner Advertising Co., St. Louis, Mo.

LIPE - ROLLWAY CORP., 806 Emerson ave., Syracuse 1, N. Y. Heavy duty automotive clutches, production lathes, pneumatic bar feeds, portable hacksaw, gear tooth chamfering, cutters, automatic magazine loading bar feeds. H. F. Hodgkins, pres.; J. D. Williams, vice-pres., gen. mgr.; S. F. Hancock, secy.; J. S. Ogg, treas.; L. H. Kirk, gen. supt.; R. C. Brett, adv. mgr.; A. Alven, gen. sales mgr.; J. H. Williams, serv. mgr. (clutch div.); E. R. Fish, chief engr.; C. B. Spase, chief engr., automotive development; R. S. Root, asst. chief engr. (clutch div.); J. E. Edmonds, pur. agt.; G. S. Cronkite, traffic mgr. **Det. Rep.** — Gould Allen, 417 Southfield rd., Birmingham, Mich. **Adv. Agcy.**—Barlow Adv. Agency, 742 James st., Syracuse 1, N. Y.

LIQUID GLAZE, INC., 704 Sheridan st., Lansing 6, Mich. Protection treatment products for automobile finishes. John J. Mitchell, pres.; Harvey S. Steadman, vice-pres., secy. and treas.; Edward Hodowaine, gen. sales mgr.; E. J. Dickert, asst. sales mgr. for Central states; E. J. Wattawa, asst. sales mgr. for Western states; Lynn Watson, asst. sales mgr. for Eastern states; W. E. Kirksey, office and traffic mgr.; Donald Churchill, prod. engr.

LISLE CORP., 807 E. Main st., Clarinda, Ia. Magnetic plugs, ridge reamer, cylinder hone, pin hole hone, rod aligner, brake cylinder hone, glaze breaker, Chevrolet valve guide driver, valve guide cleaner, wet honing machine, Ford sleeve inserter. C. V. Lisle, pres., gen. mgr.; J. R. Arthur, vice-pres.; T. E. Brooks, secy., chief engr.; E. G. Thompson, wks. mgr., pur. agt.; Edwin Lisle, sales mgr.; O. S. Gregory, adv. mgr. **Det. Rep.**—Harvey J. Nestle, 16141 Harper ave., E. Detroit. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia. J. S. McLaren, acct. exec.

LITHO-PAINT POSTER CO., Not Inc., 525 Noble st., Chicago 22, Ill. Advertising displays for automotive dealers and national advertisers. F. Kyle, sole owner; Harry Coleman, sales dir.; V. A. Mock, gen. mgr.; H. M. Williams, controller.

LITTLE GIANT PRODUCTS, INC., 1530 N. Adams, Peoria 3, Ill. Third axles, hand hoists, hand winches, frame extensions, sweepers. H. G. Sharp, pres.; Walter J. Becker, chmn. of bd.; M. S. Sharp, secy.-treas.; Gilbert Pacey, prod. mgr. **Adv. Agcy.**—Mace Adv. Agency, Peoria, Ill.

LITTLEFUSE, INC., 1865 Miner st., Des Plaines, Ill. Fuses and mountings for radio, electronic and automotive fields. E. V. Sundt, pres.; T. M. Blake, vice-pres., treas.; D. G. Turmail, secy.; J. D. Hughes, vice-pres. in chge. of sales; H. A. Cornelius, asst. sales mgr.; D. Schaible, pur. agt. **Adv. Agcy.**—Burton Browne Adv., Chicago, Ill.

LOGANSPORT MACHINE CO., INC., Logansport, Ind. Air and hydraulic cylinders and valves, presses, power units, pumps. Mrs. E. P. Wilkinson, pres.; C. M. Bates, vice-pres. and gen. mgr.; L. L. Austin, secy.; C. J. Kieffer, controller; L. R. Burger, sales mgr.; H. L. Stewart, asst. sales and adv. mgr.; R. Becker, prod. engr.; Morris McAtee, pur. agt. **Det. Rep.** — American Equipment Co., 5928 Second blvd., Detroit. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. Floyd D. Jeffries, acct. exec.

LONG MFG. DIV., Borg-Warner Corp., 12501 Dequindre, Detroit 12, Mich. Automotive radiators, clutches, and torque converters. J. L. Dryden, pres.; J. R. Dryden, vice-pres. and gen. mgr.; W. F. Burgess, secy.-treas.; C. E. Dombrowski, mfg. mgr.; L. J. Loranger, sales and adv. mgr.; G. H. Thomas, asst. sales mgr.; C. M. Woods, serv. mgr.; F. B. Herz, engrg. mgr.; R. C. Zeidler, asst. engr. mgr.; R. B. Scott, pur. agt.; C. E. Stuckey, asst. pur. agt. **Adv. Agcy.**—F. M. Randall Co., Detroit 26, Mich.

LORD MFG. CO., 1635 W. 12th st., Erie, Pa. Bonded rubber products; anti-vibration and shock absorption devices. Thomas Lord, pres.; A. G. Postlethwait, vice-pres.; Mrs. B. M. Hartman Lord, secy.-treas.; Geo. E. Tubb, vice-pres. chge. sales; C. L. Freel, mgr. field engrg.; R. C. Henshaw, mgr. engrg.; D. P. Cobb, pur. agt.; R. B. Tousey, supt. mfg. div. **Det. Reps.**—7310 Woodward ave., E. C. Vallin, R. E. Koldhoff.

LUCAS ELECTRICAL SERVICES, INC., 653 Tenth ave., New York 19, N. Y. Distribution of electrical spare parts for British trucks, automobiles and motorcycles manufactured by the parent concern. Joseph Lucas, Ltd. A. B. Waring, pres.; W. G. Owen, vice-pres.

LUMIDOR MFG. CO., INC., 4801 E. 50th st., Los Angeles 58, Calif. Visors, foglights, spotlights, driving lights, backup lights, stop lights, curb finders, top carriers. E. C. Cranston, pres., gen. mgr.; A. N. Neilsen, vice-pres.; Wm. McKie, wks. mgr.; E. K. McKee, secy.-treas.; E. E. Hagerman, plant mgr.; R. G. Kirkton, cf. engr.; J. E. Kolb, pur. agt.; John Bradshaw, traf. mgr.

LUMITE DIV., Chicopee Mills, Inc., 47 Worth st., New York 13, N. Y. Automobile seat cover material and upholstery. G. O. Lienhard, pres.; H. H. Purvis, vice-pres. in chge. of mfg.; George C. Riegger, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; George H. Day II, vice-pres. and gen. sales mgr.; James W. Veeder, adv. and sales prom. **Det. Rep.**—Harold W. Brown, 2983 E. Grand blvd., Detroit, Mich. **Adv. Agcy.**—Lennen & Newell, Inc., New York City, N. Y. John Monsarrat, acct. exec.

LUSTRE PRODUCTS CORP., Box 627 Lansing, Mich. Manufacturers and national distributor's of chemicals and equipment for automobile beauty care. John J. Mitchell, pres.; Harvey S. Steadman, secy.-treas.

LUSTUR-SEAL CORP., 624 S. Hupp ave., Jackson, Mich. Lustur-Seal car paint treatment. Ed Hall, pres., sales and serv. mgr.; Claude Flick, vice-pres., asst. wks. mgr.; D. R. Wiley, secy.-treas., wks. mgr., pur. agt.; Warren D. Brady, asst. sales and serv. mgr.

LYK NU CO., INC., 279-281 E. 139th st., New York 54, N. Y. Waxes, fabric cleaner, pre wax cleaner, stop rust, snow white-spray white wall tire cleaner. Al A. Banks, pres.; Lillian La Vine, gen. mgr.; Harold Banks, wks. mgr.; Lester Poliner, sales mgr. **Adv. Agcy.**—Wendell P. Colton Co. Inc., New York, N. Y.

LYNCH CORP., 3600 Summit st., Toledo 1, O. Air compressors. Uz McMurtrie, chmn. of bd.; F. K. Zimmerman, pres. and gen. mgr.; J. H. McGivern, secy.-treas.; R. L. Sears, vice-pres. and gen. sales mgr.; A. V. Petersen, sales mgr., par compressor div.; R. D. Aumend, serv. and traf. mgr.; W. H. Gardiner, wks. mgr.; R. J. Carroll, pur. agt. **Det. Rep.**—W. M. Hamilton, 22612 Beech st., Dearborn, Mich. **Adv. Agcy.** — Beeson-Reichert, Inc., Toledo, O. A. E. Gross, acct. exec.

LYON, INC., 13881 W. Chicago blvd., Detroit 28, Mich. Stainless steel wheel covers and wheel trim, discs and rings; metal whitewalls, plastic parts and stampings. G. Albert Lyon, pres.; R. E. Lyon, exec. vice-pres.; Geo. A. Lyon jr., vice-pres.; Alberta L. Judd, secy.; F. S. Cummins, treas.; Frank A. Wickham, gen. sales mgr.; G. W. Hain, asst. sales mgr.; R. M. Hodgson, asst. sales mgr.; C. A. Brinke, field sales mgr.; V. G. Converse, dir. of pur.; C. F. Hanna, asst. pur. agt.; Geo. C. Zuba, asst. pur. agt.; J. W. Tulloss, prod. mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich. Wm. J. Whiting, acct. exec.

LYON METAL PRODUCTS, INC., Aurora, Ill. Parts bin systems, bulky parts racks, benches, lockers, toolstands, tool boxes, shop equipment. H. B. Spackman, pres.; J. B. O'Connor, vice-pres. chge. gen. engrg. research; J. M. Olesen, vice-pres. chge. of sales; L. D. Deal, secy., treas.; O. M. Konrath, gen. prod. mgr.; Leonard B. Rhodes, adv. and sales prom. mgr.; D. K. Powelson, asst. adv. mgr.; S. C. Senyard, pur. agt.; H. McManus, traffic mgr.; Neal Ormond, pub. rel. mgr. **Det. Rep.**—W. J. Meidell, mgr., Lyon Metal Products, Inc., 209 Curtis bldg., Detroit 2, Mich. **Adv. Agcy.**—Reincke, Meyer &

(Continued on Page 204)

Who's Who in Auto Industry

(Continued from Page 203)

Finn, Inc., Chicago, Ill. G. T. Taylor, acct. exec.

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MACHINED PARTS CORP., 6209 Hamilton, Detroit 2, Mich. Automotive electrical products. M. M. Moats, pres. and gen. mgr.; H. D. Mair, exec. vice-pres.; B. A. Moats, vice-pres.; W. Palmer Lanagan, vice-pres., chge. of research, development; J. D. Ward, secy.; H. D. Mair, pur. agt.

MACHINERY & EQUIPMENT EXCHANGE, INC., 3400 W. Fort st., Detroit 16, Mich. Toolroom and production metal working machinery and equipment, steel shop equipment, shelving, lockers, parts bins, work benches, air compressors, gasoline pumps, car hoists, electric motors, spray equipment, electric tools, electric and chain hoists, hydraulic jacks, body jacks, vises, flexible shaft, bench and floor grinders, hand and hydraulic operated arbor presses, arc welding equipment, tote pans, shop boxes, etc. Albert M. Egrin, pres.

MACK MOTOR TRUCK CORP., 350 Fifth ave., New York 1, N. Y. Trucks, tractors, buses, fire aparatus. E. D. Bransome, pres.; H. W. Dodge, exec. vice-pres., adv., sales prom.; H. Rowold, vice-pres., fleet sales; E. G. Ewell, vice-pres., east gen. sales mgr.; H. Rowold, vice-pres., mgr. distributor sales; E. J. Dinkel, secy.; F. W. Sommer, treas.; W. D. Kendall, vice-pres., wks. mgr.; L. E. Matzner, adv., sales prom. mgr.; W. R. Leischman, asst.; M. C. Horine, mgr. sales training; H. Bernard, serv. mgr.; T. J. Zeller, cf. engr.; Mrs. E. A. Smith, pur. agt. **Det. Rep.**—W. J. Hollinger, 10401 Ford rd., Dearborn, Mich. **Adv. Agcy.**—Doyle, Kitchen & McCormick, Inc., New York, N. Y. R. Doyle, acct. exec.

MACKENZIE MUFFLER CO., INC., 460 N. Meridian rd., Youngstown 9, O. Automotive exhaust systems and automotive oil filters. A. T. Haugh, pres. and gen. mgr.; J. C. Stewart, exec. vice-pres. and gen. sales mgr.; Myron Ullman, secy.; K. B. MacDonald, treas.; W. W. Marriott, wks. mgr.; F. G. Hyatt jr., sales mgr., ind. div.; F. Hyatt, cf. engr.

MACKLIN CO., 2914 Wildwood rd., Jackson, Mich. Grinding wheels, sharpening stones and other abrasive products. T. J. McIntyre, chmn. bd.; Robert C. Franklin, pres.; W. V. Blake, vice-pres., engrg.; R. O. Lane, vice-pres., sales engrg.; R. C. Franklin, vice-pres., mfg.; M. T. Hunt, vice-pres., sales mgr.; C. E. Etheridge, secy.-treas.; J. E. Saathoff, wks. mgr.; R. B. Howlett, adv. mgr., dir. of pur.; E. M. Scheiffler, asst. pur. agt. **Det. Rep.**—N. H. Balz, 6431 Hamilton ave. **Adv. Agcy.**—Guy C. Core Co., Jackson, Mich.

MACLEOD CO., THE, 2232-40 Bogen st., Cincinnati 22, O. Abrasive blast, oil burning and sprayer equipment for factories, foundries, mills; carbide and oil lights, flue welding machines, guns for spraying cement and sand, sand dryers. E. F. Hoffman, pres.; Thomas J. Hollmeyer, vice-pres.

MAC'S SUPER GLOSS CO., 6040 N. Figueroa st., Los Angeles 42, Calif. Auto polishes, rust remover, radiator compounds, etc. R. MacIsaac, owner and gen. mgr.; M. Egan, secy. and pur. agt.; John Loy, acct.; Ray Gallagher, wks. mgr.; Ted J. Smith, Eastern sales mgr.; Ralph Shrader, N. Calif. sales mgr. **Det. Rep.** — Kenneth Stough. **Adv. Agcy.** — Crossley and Jefferies, Inc., Los Angeles, Calif. Jack Crossley, acct. exec.

MACTON MACHINERY CO., INC., 217 Locust ave., Port Chester, N. Y. Automobile display and car washer turntables, display and industrial conveyors. D. Bruce Johnston, pres.; K. Alison Johnston, secy.-treas. **Adv. Agcy.** — Birdsall Adv., 151 E. Boston Post rd., White Plains, N. Y. Harry Birdsall jr., acct. exec.

MADAY BODY & EQUIPMENT CORP., 36-50 "A" st., Buffalo 11, N. Y. Commercial truck bodies. Walter Maday, pres.; Henry S. Maday, secy.-treas. and gen. mgr.; A. Galantowicz, credit mgr.; Elmer C. Fox, pur. agt.; Alois R. Czajka, asst. pur. agt. **Adv. Agcy.**—Henry J. Weil, Inc., Buffalo, N. Y.

MAGNALIGNE CO., 1615 Pine st., San Francisco 9, Calif. Wheel aligners. Albert Peters, pres.

MAGNETIC DRAIN PLUG CO., Rt. 58, Wellington, O. Magnetic pipe, drain, filler and special plugs. David T. Muckley, pres., gen. mgr. and pur. agt.; Samuel B. Katz, vice-pres. and sales mgr.; Lauren Hexamer, secy.; Pearl B. Katz, treas.; Sid Cornsweet, asst. sales mgr.

MAGNUS CHEMICAL CO., INC., South ave., Garwood, N. J. Automotive cleaning compounds and cleaning machines. W. M. Campbell, pres.; D. Blanchard, vice-pres.; W. M. Garbe, treas.; H. Y. Barrow, secy.; D. Blount, sales mgr.; R. Kreie, adv. mgr.; H. Miller, asst. adv. mgr.; G. Slaight, pur. agt. **Det. Rep.**—W. F. Gregory, 16535 Lawton ave., Detroit 21, Mich. Norman Schairer, 12526 Dresden ave., Detroit 5, Mich. **Adv. Agcy.** — Spooner & Kriegel, New York, N. Y. W. Spooner jr., acct. exec.

MAGUIRE CO., INC., WALTER, 60 E. 42nd st., New York 17, N. Y. Detroit Office: 12147 Manor ave., Detroit 4, Mich. Cortland emery aggregate for Emeri-Crete heavy duty floors. Walter R. Maguire, pres.; Alfred Foster, vice-pres.; Mrs. Melinda E. Maguire, secy.-treas.; Alfred Foster, gen. mgr.; Henry L. Boselli, wks. mgr. **Mich. Rep.**—Russ Brown.

MALDEN AUTO TOP CO., INC., 11 Commercial st., Malden 48, Mass. Automobile seat covers in various fabrics. A Ruby Pizer, pres. and gen. mgr.; Mark Pizer, vice-pres., secy.-treas.; Al Steinhart, wks. mgr.; Mel Gordon, sales mgr., adv. mgr. and pub. rel. mgr.; Barney Karas, asst. sales mgr.; Al Steinhart, serv. mgr. and traffic mgr. **Det. Rep.**—Rex Sales Co., Inc., 16310 W. 7 Mile rd., Detroit. **Adv. Agcy.**—Intercity Adv. Co., 38 Mountain ave., Malden 48, Mass. Jim Rendle, acct. exec.

MALL TOOL CO., 7740 S. Chicago ave., Chicago 19, Ill. A. W. Mall, pres.; Ralph Schwass, vice-pres.; W. H. Sanders, secy.-treas. **Det. Rep.** — Mall Tool Co., 8635 Gratiot ave., Detroit.

MALSBARY MFG. CO., 845 92nd ave., Oakland 3, Calif. Fireless cleaners, steam vapor cleaners, high pressure combination cleaners. A. E. McIntyre, pres. and gen. mgr.; Walter Taylor, vice-pres.; M. K. Dugener, sales mgr.; Walter F. Malsbary, secy.-treas.; J. S. Drummond, cf. engr.; L. F. Linn, pur. agt. **Det. Rep.**—George Karikas, 6205 Ackley rd., Parma, O. **Adv. Agcy.**—George McNutt Agency, Oakland, Calif.

MANBEE EQUIPMENT DIV. General sales office: 185 N. Wabash ave., Chicago, Ill. Factory: Rock Island, Ill. Wheel balancers, wheel aligning equipment, axle straightening equipment, head light testing equipment and frame straightening equipment. J. H. Pereue, sales mgr.; C. R. MacMillan, cf. engr. **Adv. Agcy.** — Allbright Assoc., Chicago, Ill.

MANLEY MFG. DIV., American Chain & Cable Co., Inc., 1100 E. Princess st., York, Pa. Hydraulic jacks, hydraulic presses, engine stands, floor cranes, wrecking cranes, tire inspections, chain hoists, trestles. W. F. Wheeler, chmn. of bd.; C. N. Johns (N.Y.) pres.; W. D. Kirkpatrick (York, Pa.); E. J. Williams (N.Y.) vice - presidents; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; W. W. Berchtold (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.** — Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

MANSFIELD TIRE & RUBBER CO., Mansfield, O. Tires and tubes. J. H. Hoffman, pres.; J. S. Wainwright, vice-pres.; H. B. Soulen, vice-chmn.; E. E. Stevens, vice-pres.; H. L. Mahoney, adv. and sales prom. mgr.; J. M. Slattery, pur. agt.; C. K. Smaltz, traf. mgr.; M. L. Bayer, factory mgr.; John Schroeder, pub. rel. mgr. **Det. Rep.**—F. D. Boals. **Adv. Agcy.**—The Buchen Co., Chicago, Ill. J. W. Robertson, acct. exec.

MANZEL, 315 Babcock st., Buffalo, N. Y. Force feed lubricators, chemical feeders, hydraulic floor cranes, hydraulic jacks; special tools for Ford, Lincoln-Mercury automobiles; hydraulic valves, wire reels, shop equipment. Ralph F. Peo, pres.; Herbert H. Roosa, gen. mgr.; Merle J. Timmerman, sales automotive div.; Robert Meyers, sales, lubricator div. **Det. Rep.**—John Sullivan, 5227 Schaefer rd., Dearborn, Mich. **Adv. Agcy.**—Baldwin, Bowers & Strachan, Inc., 374 Delaware ave., Buffalo, N. Y.

MAREMONT AUTOMOTIVE PRODUCTS, INC., 1600 S. Ashland ave., Chicago 8, Ill. Coil, leaf and helper springs, axle U-bolts, spring parts, tire tools, exhaust mufflers, tail and exhaust pipes, muffler clamps and installation kits. Howard E. Wolfson, pres.; Arnold H. Maremont, exec. vice-pres. and treas.; M. A. Wolfson, vice-pres.; Jerome M. Comar, vice-pres. and secy.; J. C. Grace, contlr.; C. A. Klaus, dir. of automotive replacement sales; Jas. F. Flanagan, asst. dir. of automotive replacement sales; K. W. Maxwell, asst. dir. of automotive replacement sales; J. Theodore Wolfson, export sales dir.; M. Robert Wolfson, adv. mgr.; Gail H. Hedrick, cf. muffler engr. and original equipment muffler and tail pipe sales mgr.; John Bartuska, cf. spring engr. and original equipment spring sales mgr.; R. A. Graham, dir. of central engrg.

MARINE AND INDUSTRIAL ENGINE DIV., Chrysler Corp., 2000 Van Horn rd., Trenton, Mich. Marine and industrial engines for both civilian and military use, air raid sirens and other military equipment. R. T. Keller, pres.; E. C. Quinn, Nicholas Kelley jr. and A. G. Loofbourrow, vice-presidents; C. C. Williams, gen. mgr.; C. R. Gault, secy.-treas.; F. W. Misch, compt.; E. E. Trittschuh, sales mgr. marine engines; J. Hammelef, sales mgr., ind. engines; C. H. Morris, cf. engr.; J. H. Caron, dir. of adv. **Adv. Agcy.**—Zimmer, Keller and Calvert, Inc. Harry W. Calvert, acct. exec.

MARION METAL PRODUCTS CO., Cheney ave., Marion, O. Steel dump bodies and hydraulic hoists. G. E. Herr, pres., gen. mgr.; A. L. Beach, asst. gen. mgr.; R. J. Graham, treas.; R. E. Craven, cf. engr.; S. H. Kruger, asst. cf. engr.; H. H. Jacobs, sales mgr.; L. C. Dickerson, wks. mgr.; R. L. Henninger, pur. agt.

MARITZ enterPRIZES, LLOYD, 411 N. Tenth st., St. Louis 1, Mo. Specialists in automotive incentive campaigns. Lloyd Maritz sr., pres.; Raymond J. Canda, vice-pres.; Lloyd Maritz jr., secy.-treas.; C. T. Beasley, mdse. mgr.; I. Moss, sales mgr.; E. Dieckmann, adv. mgr.; L. Brady, sales prom. mgr; C. Russell Froehly, pur. agt.; Joe Wilson, traf. mgr.; Caroline Coombs, pub. rel. mgr. **Adv. Agcy.**—L. Steinheimer Adv. Agcy., St. Louis, Mo. L. Steinheimer, acct. exec.

MARLIN-ROCKWELL CORP., 402 Chandler st., Jamestown, N. Y. Ball and roller bearings. S. W. Brandel, pres.; W. B. Mead, secy.-treas.; L. A. Cummings, vice-pres., wks. mgr.; H. A. Johnston, vice-pres., gen. sales mgr.; Chas. W. Rauch, adv. mgr.; Daniel Gurney, vice-pres., dir. of engrg.; R. F. Samuelson, cf. engr.; C. A. Berg, pur. agt. **Det. Rep.** — A. E. Fawley, 17175 Wyoming ave., Detroit, Mich. **Adv. Agcy.**—Griffith & Rowland, Jamestown, N. Y.

MARMON-HERRINGTON CO., INC., 1511 W. Washington st., Indianapolis 7, Ind. Electric trolley coaches, motor coaches, heavy duty all-wheel drive trucks, remanufacture of Ford trucks to all-wheel drive. D. M. Klausmeyer, pres.; C. Alfred Campbell, vice-pres., sales and adv. mgr.; Fred B. Croner, vice-pres.; Charles Guernsey, vice-pres. in chge. of transit sales; Wm. P. Nottingham, secy.; G. C. Dixon, treas.; Edward F. Ray, asst. sales mgr.; Harold B. Blank, serv., parts and acc. mgr.; George H. Freers, vice-pres. in chge. of engr.; A. O. Standiford, pur. agt.; E. M. Guinn, traf. mgr. **Adv. Agcy.** — Caldwell-Larkin Co., Inc., Indianapolis, Ind. John Merkle, acct. exec.

MARQUETTE MFG. CO., INC., 307 E. Hennepin ave., Minneapolis 14, Minn. A. C. arc welders, welding accessories, oxyacetylene welding equipment, acetylene generators, battery chargers (all types), welding electrodes, welding rods, auto towing and tractor-strip. H. J. Lange, pres.; R. B. Niles, vice-pres., gen. mgr.; H. S. Petersen, secy.; O. H. Hansen, treas.; S. J. Gravelle, wks. mgr.; M. H. Potter, vice-pres., sales mgr.; W. G. Schilling, asst. sales mgr.; E. F. Salomonson, pur. agt. **Adv. Agcy.**—Olmsted & Foley, 1200 Second ave. S., Minneapolis, Minn.

MARSHALL-ECLIPSE DIV., Bendix Aviation Corp., Cohoes and Tibbits aves., Green Island, Troy, N. Y. Passenger car brake lining, heavy-duty truck and bus brake lining, airplane brake lining, railroad and industrial brake lining. H. C. Hodson, divisional compt.; F. C. Weyburne, gen. mgr.; H. Stolar, plant mgr. and dir. indus. rel.; D. E. Stuart, sales mgr., original equipment; C. W. Cowan, asst. sales mgr., original equipment.; L. H. Goyette, sales, original equipment; A. J. Roemer, serv. sales mgr.; D. J. Bonawit, cf. engr.; B. W. Klein, asst. cf. engr.; E. A. Martin, pur. agt.; C. S. Ferguson, tech. dir.; T. E. Shelly, traf. mgr. **Det. Reps.**—C. W. Cowan, 8-204 General Motors bldg., Detroit 2, D. E. Stuart, L. H. Goyette. **Adv. Agcy.**—MacManus, John & Adams, Bloomfield Hills, Mich.

MARSON CORP., 115 Mill st., Revere 51, Mass. Sanding devices, grinders, back-up plates, Zip-in welts, Impactools. L. S. Lewis, pres.; Joe Cooper, vice-pres.; Irving Cooper, secy., sales mgr.; Nathan Matz, mgr. **Adv. Agcy.** — Callaway Associates, 172 Summer st., Boston, Mass. John Gayton, acct. exec.

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MARVEL-SCHEBLER PRODUCTS DIV., Decatur, Ill. R. C. Ingersoll, pres.; G. V. Patrick, vice-pres. and gen. mgr.; R. D. Turner, secy.-treas.; D. N. Arndt, gen. sales mgr. **Adv. Agcy.**—Kane Advertising, Bloomington, Ill.

MASLAND & SONS, C. H., Springs rd Carlisle, Pa. Broadloom Wilton rugs broadloom velvet rugs, automobile carpet sportswear. F. E. Masland jr., pres. C. H. Masland II, M. H. Masland jr. vice-presidents; R. P. Masland jr., secy.-treas.; Graden Causey, plant supt.; James Dolan, mdse. and sales mgr.; Edwin Tehan, asst. mdse. and sales mgr.; Frank Black, cf. engr.; James Prescott jr., pur. agt.; Paul Brehm, asst.; Richard Nickum, traf. mgr.; D. W. Rich jr., pub. rel. mgr. **Det. Rep.**—James Auchterlonie, 537 Book bldg. **Adv. Agcy.**—Anderson and Cairns, Inc., New York, N. Y. Karl Knipe, acct. exec.

MASLAND DURALEATHER CO., Amber and Willard sts., Philadelphia 34, Pa. DURAN all-plastic upholstery material. Durasol plastic coated fabric. Walter Masland, pres.; R. P. Masland, vice-pres.; Luther W. Shadle, secy.-treas.; Albert C. McCoy, sales engr.; J. A. Shadle, sales and adv. mgr.; M. B. McMeekin, asst. sales mgr.; William W. Day, asst. adv. mgr.; George Sweet, pur. agt.; Walter Uhlig, traf. mgr. **Det. Rep.**—Lester J. Colby, 710 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Fox & Mackenzie, Philadelphia, Pa. Jack Schoeninger, acct. exec.

MASTER EQUIPMENT CORP., 15 N. Broadway, Dayton, O. Drain Master, Meter-Master, a slow flow fuel consumption meter for use on trucks, buses, fuel oil burners, etc. Eric Hoerner, pres.; V. L. Cruea, secy.-treas.; H. M. Rogers, wks. mgr.; E. Hoerner, sales mgr.

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MASTER PARTS DIV., Airtex Products, Inc., 4th and Main sts., Fairfield, Ill. Water pumps, front end suspension parts, clutch bearings, wheel bearings, tie rod ends, king bolt sets, spring shackle sets, hydraulic brake parts, fuel pump kits, water pump kits. E. V. Frankel, pres.; L. A. Blackburn, chmn.; Henri Barre, wks. mgr.; S. J. Somberg, exec. sales mgr.; Ellen Smith, adv. mgr.; C. H. Remmel, div. sales mgr.; Kenneth Sullivan, pur. agt.; H. Krauss, traffic mgr.; Garrett M. Bates, pub. rel. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

MASTER PRODUCTS MFG. CO., 3480 E. 14th st., Los Angeles 23, Calif. Sectional filing equipment. Metal-tab indexes, paper punches, sales cases, sales binders. Allan O. Marsh, pres. and gen. mgr.; V. L. Knight, secy.-treas.; Harry Panfill, cf. engr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George Briggs, acct. exec.

MASTER TEMPLATE & ENGRG., INC., 5838 Commonwealth ave., Detroit 8, Mich. Templates laid out to blueprint loft or from reproductions on steel and aluminum sheet for blank and pierce, stack drill, contour, and hole set-up. Also manufacturers of lightweight wood and metal drill jigs, saw blocks, router forms, and form blocks. Barthold Zeunen, pres.; Lorenz W. Sievers, vice-pres.; Joseph Legato, secy.; Claude Gentry, treas.; Gus Brune, sales mgr.; Robert Asher, asst. sales; Marion O. King, adv. mgr.

MATHER SPRING CO., 939 Wolcott blvd., Toledo 10, O. Leaf and torsion springs for cars, trucks and buses. Gordon M. Mather, pres.; Henry T. Mather, vice-pres. and treas.; Rathbun F. Mather, secy.; William H. Durham, asst. secy. and asst. treas.; Philip Hendrickson, wks. mgr.; George B. Secor, sales and

(Continued on Page 205)

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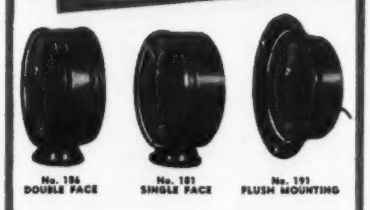

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(Continued from Page 204)

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MATS UNLIMITED, 613 N. Vermilion, Danville, Ill. Rear floor and truck mats. Philip Smith, pres.; Jacob Baer, vice-pres.; Irvin Baer, secy. and treas.

McALEER MFG. CO., INC., 4393 Orion rd., Rochester, Mich. Polishes, buffing compounds, ind. chemicals. F. A. Weihe jr., pres. and treas. and ind. sales mgr.; J. K. Yount, vice-pres. and adv. mgr.; G. G. Germaine, secy.; N. K. Meyers, cf. chemist. **Adv. Agcy.** — Holden-Clifford-Flint, Detroit, Mich. Bob LaRue, acct. exec.

McCABE-POWERS AUTO BODY CO., 5900 N. Broadway, St. Louis 15, Mo. Utility bodies, line construction bodies, service bodies, pole trailers, hydraulic tower lifts, revolving aerial ladders, pole derricks, winches and power take-offs, accessories. John J. Powers, chmn. of bd., and treas.; Edward J. Powers jr., pres. and gen. mgr.; R. J. Sonderman, vice-pres.; A. Tasch, wks. mgr.; Brooke Daly, vice-pres., and sales mgr.; H. M. Bohn jr., asst. sales; Robert Bakula, cf. engr.; John J. Staed, pur. agt. **Adv. Agcy.**—Calvin & Co., St. Louis, Mo.

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McCORD CORP., Riopelle at E. Grand blvd., Detroit 11, Mich. Gaskets, radiators, refrigeration and air conditioning, unit heaters, mechanical lubricators. W. G. Hancock, pres.; Dean Fields, vice-pres.; J. H. Cooper, vice-pres. of engrg.; Arnold A. Appleford, secy.; J. H. Cavanaugh, treas.; W. E. Imhoff, vice-pres. repl. sales mgr.; F. McMillan, refr. sales mgr.; R. H. McGeorge, unit heater sales mgr.; Edwin O. Bodkin, adv. and sales prom. mgr.; D. Pyke, pur. agt.; E. Walters, asst.

McCREIGHT PRODUCTS, A. N., 301-3 W. Washington ave., DuBois, Pa. Auto door covers, Protect-O-Door—transparent, Cov-Ra-Door — colors transparent necktie cases tie-vue. Andrew North McCreight, pres.; Emmett Lawless, vice-pres.; Ann McCrea, secy.-treas.; Robert Savanyu, gen. mgr.; Herbert Cochran, wks. mgr.; A. N. McCreight, sales mgr.; Homer Edner, asst. sales mgr.; Joseph Colonese, adv. mgr.; Jerry Conway, asst. adv. mgr.; Bill Osterlund, sales prom. mgr.; William Klaas, traf. mgr. **Adv. Agcy.**—Daniel A. Sullivan Agency, Pittsburgh, Pa. Dan Sullivan, acct. exec.

McCULLOCH MOTORS CORP., 6101 W. Century blvd., Los Angeles 45, Calif. Target aircraft engine, lawn mower engines, power chain saws, pumps and earth drills. Robert P. McCulloch, pres.; John L. Ryde, vice-pres., cf. engr.; J. L. Hegener, secy.-treas.; G. C. Robechaud, vice-pres. in chge. of tooling; C. F. Breer, vice-pres., sales; S. H. Egbert, vice-pres. chge. of prod. **Adv. Agcy.**—West Marquis, Inc., Los Angeles, Calif. Donald McKenzie, acct. exec.

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McKAY CO., 1005 Liberty ave., Pittsburgh 22, Pa. Tire chains and accessories metal-fil, metal-fil thinner, wax and chrome cleaners. James C. McKay, pres., treas. and gen. mgr.; T. J. McKay jr., and Dr. D. F. Heim, vice-president; F. C. Smith, asst. to pres.; F. A. Kaufman, gen. sales mgr.; L. McKay, sales prom. mgr.; B. L. Nunnally (York plant) and T. G. Hogan (McKees Rocks plant), wks. mgrs.; John Lehr, pur. agt. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. Jules Petrencs, acct. exec.

McLOUTH STEEL CORP., 300 S. Livernois ave., Detroit 17, Mich. Hot and cold rolled stainless and carbon sheet and strip steel. Donald B. McLouth, pres.; Merlin A. Cudlip, vice-pres. and treas.; Louis E. Moultane, vice-pres. and secy.; Ivor Bryn, vice-pres. of operations; C. Thorne Murphy, asst. secy.

McQUAY-NORRIS MFG. CO., 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolt and bushings, wheel suspension parts, under - chassis parts. A. J. Mummert, pres.; C. R. Wippern, vice-pres. and dir. of sales; C. C. Tapscott, vice-pres., chge. of adv.; B. A. Yates, vice-pres., chge. of mfg.; L. T. Cummings, vice-pres., chge. of Connersville div.; R. F. Crom, vice-pres., chge. of Indianapolis div.; R. F. Jacobson, secy. and treas.; D. M. Smith, dir. ind. sales; J. C. Taschler, asst. mgr. of ind. sales. **Industrial Sales Reps.** — J. F. Dindorf, 3626 N. Sherman blvd., Milwaukee, Wis.; H. D. Reading, 19195 Cooley st., Detroit, Mich.; R. D. Wainwright, 1339 W. Big Bend rd., Kirkwood, Mo.; C. R. Hammer, 2443 17th st., Cuyahoga Falls, O.; R. E. Rippley, asst. mgr. of repl. sales; J. V. Cassani, dir. of mkt. research; W. C. Knoebel, cf. prod. engr.; G. E. Leutwiler, cf. serv. engr.; D. M. Crimmins, pur. agt. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. M. Kuester, exec. vice-pres.

MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp., 2020 Harrison ave., Rockford, Ill. Universal joints and propeller shafts for automobiles, trucks, tractors, farm machinery, industrial machinery and airplane. A. A. Warner, pres. and gen. mgr.; C. E. Palmer, vice-pres., wks. mgr.; **Fred M. Potgieter,** vice-pres., sales; C. F. Schwartz, secy.-treas.; W. J. Simpson, sales and adv. mgr.; L. C. Lindvahl, serv. mgr.; E. B. Anderson, cf. engr.; E. O. Van Dusen, pur. agt. **Det. Rep.**—Wm. L. Bartholomew, 7-234 General Motors bldg. **Adv. Agcy.**—W. A. Pitschke, 626 Garfield ave., Rockford, Ill.

MELAIRE DISTRIBUTING CO., 420 Lexington ave., New York 17, N. Y. Revolving brush for washing cars, windows, sidings, boats, etc. Melville L. Wolff, sales mgr. and adv. mgr. **Adv. Agcy.**—Atherton & Currier, 420 Lexington ave., New York, N. Y. Bill Tieman, acct. exec.

MERCURY BRAKE PRODUCTS CO., 1532 W. Fulton st., Chicago 7, Ill. Hydraulic brake master cylinders and wheel cylinders; rubber parts and die castings. Geo. H. Anderson jr., pres. and sales mgr.; Francis P. Linneman, secy.; Joseph Staerzl, wks. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill. Sam Grossman, acct. exec.

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METAL AUTO PARTS CO., INC., 1428 W. Henry st., Indianapolis 7, Ind. Automobile fenders, hoods, body parts and miscellaneous large stampings, commercial bodies. W. B. Ansted jr., pres.; L. E. Clark, exec. vice-pres.; C. A. Myers, vice-pres., sales, mfg.; L. B. Rueter, cf. engr.; G. S. Digel, vice-pres., pur.

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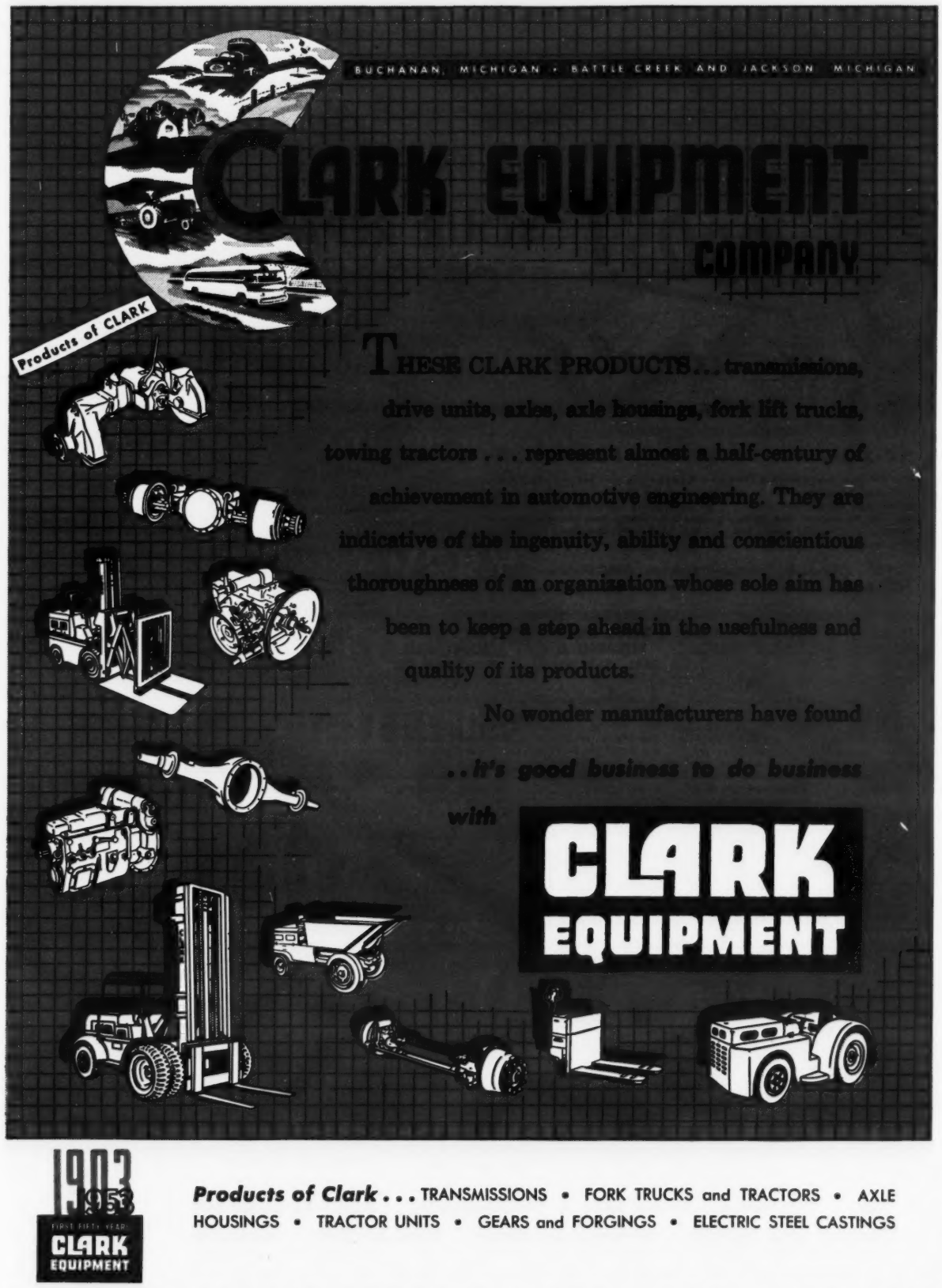
MIDLAND STEEL PRODUCTS CO., THE, Madison and W. 106th st., Cleveland, O. and 6660 Mt. Elliott ave., Detroit, Mich. Automobile frames for passenger cars, trucks and trailers; axle housings for passenger cars; heavy, medium and light stampings; power brake equipment for trucks, buses and trailers; door operating equipment for buses. W. A. McKinley, pres.; D. S. Greer, vice-pres. and treas.; L. J. Fralick, vice-pres. in chge. of sales; E. Almdale, vice-pres. prod.; J. W. Reavis, secy.; A. E. Kerckhoff, pur. agt., Cleveland; John G. Arnold, pur. agt., Detroit. **Adv. Agcy.**—The Allman Co., Free Press bldg., Detroit.

MIDLAND STEEL PRODUCTS CO., Detroit Div., 6660 Mt. Elliott ave., Detroit 11, Mich. Automotive chassis frames, power brake equipment, vacuum and air, door operating equipment for buses, tube products, weld nuts, automotive stamp-

(Continued on Page 206)



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(Continued from Page 205)

ings, heavy and light; miscellaneous stampings, heavy and light. W. A. McKinley, pres.; L. J. Fralick, vice-pres. and dir. of sales; D. S. Greer, vice-pres., treas.; E. Almdale, vice-pres. in charge of mfg.; J. W. Reavis, secy.; J. R. Almond, wks. mgr.; A. E. Kerckhoff, pur. agt. (Cleveland, O.); E. C. Lang, sales mgr. (Frame div.); H. E. Schach, sales mgr. (Power Brake div.); H. E. Wright, serv. mgr. (Power Brake div.); I. R. Dedow, Detroit pur. agt. (Power Brake div.); L. R. Enix, traf. mgr.; John Perry, labor rel. mgr. **Adv. Agcy.**—The Allman Co., Detroit, Mich. L. C. Allman, acct. exec.

MID WEST BODY & MFG. DIV., Paris, Ill. Farm truck bodies, stake bodies, van panel bodies, automotive stampings and dimensional lumber. E. S. Grumbache, gen. mgr.; G. B. Harvey and S. C. Japinga, wks. mgrs.; S. Q. Larsen, cf. engr.; C. H. Labounty, pur. agt. **Adv. Agcy.**—Biddle & Company, Bloomington, Ill. John Reinhard, acct. exec.

MID WEST GENERAL CORP., 440 E. Jefferson ave., Detroit 26, Mich. Fiberglass hardtops for convertibles, rubber carpet for automobiles, trim moulding, rubber cement, crash panels for new cars. S. S. Livingstone, pres.; Grant Armstrong, vice-pres.; Charles R. Whitney, secy. and treas.; Thomas L. Hibbard, cf. engr.; Edward Davidson, pub. rel. mgr. **Adv. Agcy.**—Claude E. Whipple, Detroit, Mich. Edward Davidson, acct. exec.

MIDWEST PRODUCTS & MFG. CO., 33275 Groesbeck hwy., Fraser, Mich. Metal stampings, painting, enameling and assembly, including spot welding and riviting. Peter Sergolia, pres. and wks. mgr.; Anthony Lombardi, vice-pres.; Edwin C. Hindelang, secy.-treas., gen. mgr.; Arthur Thibodeau, asst. wks. mgr.; Harold V. Rydberg, cf. engr.

MILEY CO., INC., L. J., 18 S. Sangamon st., Chicago 7, Ill. Brake lining, brake shoes, rebuilt cylinders. Mrs. Myrtle Miley, pres.; Walter Sommers, vice-pres., secy.; E. G. Jacobs, treas., gen. mgr.; E. Jandacek, wks. mgr.; W. R. Brightmire, sales mgr.; Henry Nolte, pur. agt. **Adv. Agcy.**—Ross Llewylin, Chicago, Ill.

MILFORD CRANE & MACHINE CO., INC., 143 Buckingham ave., Milford, Conn. Milford dual service truck with dual front axle, two-way cab and special frame, designed to carry a crane and a load. Made in two sizes: 33,000 G. V. W. and 48,000 G. V. W. J. W. Wunsch, pres.; James Moffatt, vice-pres. and gen. mgr.; Samuel Wunsch, secy. and treas.; E. Jacoby, adv. and sales prom. mgr.; Mjorn Moller, bkpr. **Adv. Agcy.**—Harry Hurst Adv., New York, N. Y.

MILLER MFG. CO., 5919 Tireman ave., Detroit 4, Mich. Special service tools and equipment. Kardek car-top luggage carriers. J. W. McDougal, pres. and gen. mgr.; E. J. Wright, vice-pres. and sales mgr.; W. J. Griffin, secy.; O. H. Morton, treas.; L. D. Warke, export sales mgr.; E. Braun, cf. engr.; S. F. Thompson, pur. agt. **Adv. Agcy.** — Frederick L. Lawrence, Fox Theater bldg., Detroit, Mich.

MILWAUKEE ELECTRIC TOOL CORP., 5316 W. State st., Milwaukee 8, Wis. Portable electric and pneumatic tools. A. F. Siebert, pres.; L. H. Erickson, vice-pres. and wks. mgr.; R. L. Siebert, gen. mgr., secy.-treas.; Curtis Meyer, sales mgr.; A. A. Meyers, adv. mgr.; A. Bucholz, serv., parts and prod. mgr.; E. Bistow, cf. engr.; Louis Fix, pur. agt. **Det. Rep.**—F. Freeman, 1627 W. Fort st., Detroit, Mich. **Adv. Agcy.**—Klau, Van Pietersom, Dunlop, Milwaukee, Wis. Harry Adams, acct. exec.

MINIT-MAN, INC., 427 Penobscot bldg., Detroit 26, Mich. Minit-Man automatic car washers. Leo J. Rousseau, pres. and gen. mgr.; E. J. Rousseau, secy.; R. J. Rousseau, treas.; E. E. Cloutier, compt. **Adv. Agcy.**—Active Associates, Detroit, Mich. E. E. Cloutier, acct. exec.

MINNESOTA AUTOMOTIVE, INC., 1101 N. Front st., Mankato, Minn. Mico power brake cylinder, brake lock, No Creep, roll stop, front brake control, No Stuk. E. C. Wishnick, pres.; G. J. McGrath, secy.-treas.; E. J. Dosing, wks. mgr.; G. J. McGrath, sales and adv. mgr. **Det. Rep.** — D. J. Clifford & F. Lynch, 19456 James Couzens hwy., Detroit, Mich. **Adv. Agcy.**—Wm. L. Baxter, Advertising, 6th Floor Hotel Dyckman, Minneapolis, Minn. Wm. L. Baxter, acct. exec.

MINNESOTA MINING & MFG. CO., 900 Fauquier ave., St. Paul 6, Minn. Technical coated abrasive, flint and emery coated abrasives; masking, electrical and other industrial pressure-sensitive tapes; adhesives; rubberized protective coating; masking paper; apron taper; fiber packing; reflective sheeting; pigments. William L. McKnight, chmn. of bd.; A. G. Bush, chmn. exec. comm.; R. P. Carlton, pres.; L. A. Hatch, vice-pres. and coordinator research and new prod. development; H. P. Buetow, exec. vice-pres. for finance; G. H. Halpin, exec. vice-pres. for sales; L. F. Weyand, (tape and adhesive div.'s), Bert S. Cross (Scotchlite), Joseph C. Duke (abrasives), Arthur E. Eggert (pub. rel.), Ivan C. Lawrence (personnel admin.), C. P. Pesek (engrg.), C. B. Sampair (production), Louis F. Weyand (adhesives and coatings div.), vice-presidents; Charles O. Moosbrugger, adv. mgr.; B. B. Countryman, pur. dir.; Frank O'Neill, traf. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Minneapolis, Minn. E. A. Cashin, acct. exec. MacManus, John and Adams, Fisher bldg., Detroit. William Bachman, acct. exec.

MIRROR BRIGHT POLISH CO., 910 E. Colorado, Pasadena 1, Calif. Automobile polish. Maurice W. Meguiar, partner-sales; Malcolm F. Meguiar, partner-personnel; Kenneth D. Meguiar, partner-production. **Det. Rep.**—Dibble Color Co., 1497 E. Grand blvd. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif.

MOCAR PRODUCTS CO., 7636 S. Telegraph rd., P. O. Box 2091, Dearborn, Mich. Auto-Screen, material handling hooks, carriers, sheet metal and light structural fabrications. Walker C. Morrow, pres.; Walker J. Morrow, vice-pres.; Arthur O. Chism, wks. mgr.

MODERN ACCESSORIES CO., 3839 S. Madison ave., Norwood 12, O. Arm rest covers, kick pads, pockets. H. W. Underwood and Walter Broker, partners. **Adv. Agcy.**—Wilson Advertising Agency, Cincinnati, O. Ross Wilson, acct. exec.

MODERN DISPLAYS, INC., 6825 Miller ave., Detroit 11, Mich. Point of purchase displays for parts and accessories, tool boards, service and safety promotion programs for automotive industry. R. D. Van Houten, pres. and gen. mgr.; B. J. Curren, asst. gen. mgr.; T. A. Dykstra, vice-pres.; B. C. Carmany, sales mgr; J. F. Jackson, pur. agt.

MODERN MACHINE TOOL CO., 2005 Losey ave., Jackson, Mich. Cutting-off machines for tubing, rod and pipe; safety drill tables. W. G. Walker, pres.; H. G. Walker, gen. mgr.

MODERN SELLING METHODS, INC., P. O. Box 666, Louisville, Ky. New and used car order pads, salesman's prospect book, salesman's daily-reports book, used car control system, "Lets-Trade" proposals, Fair-appraisal forms, estimate of necessary-repairs. Ben F. Long, pres., gen. mgr.; D. G. Adams, secy.-treas. **Adv. Agcy.** — Mullican Co., Louisville, Ky. Howard Perry, acct. exec.

MODINE MFG. CO., Racine, Wis. Engine cooling radiators, oil coolers, heat exchangers, aftercoolers, unit heaters, convector radiators, heating and cooling coils. A. B. Modine, chmn. of bd.; C. T. Perkins, pres.; A. F. Thompson, exec. vice-pres.; G. H. Jackson, vice-pres., chge. of pur.; A. G. Dixon, vice-pres. and secy.; E. G. Rutherford, treas.; W. J. Burke (automotive), O. E. Desmond (heating), sales mgrs.; M. J. Druse, adv. mgr.; A. L. Junion, serv. mgr.; B. Spieth, cf. engr.; T. B. Anderson, pur. agt.; A. B. Arnold, cf. engr., automotive div.

MOGLEN MFG. CO., INC., 611 W. 43rd st., New York 18, N. Y. Electronic quilting of vinyl plastic. Jerome Fine, pres.; Moses Weiss, treas.; Irving Ladd, traf. mgr. **Adv. Agcy.** — Erland, New York, N. Y.

MOLD-CRAFT, INC., 100 Lake st., Port Washington, Wis. Rubber compound display products, custom-made point-of-sale pieces. R. S. Knapp, pres.; A. C. Krueger, vice-pres.; Mrs. Marjorie Ellis, secy.; Robert A. Davies, gen. mgr.; Thomas Donley, wks. mgr.; R. S. Humphrey, sales mgr.; H. I. Howard, adv. mgr.; Robert O'Halloran, pur. agt.

MOLINE TOOL CO., 102 20th st., Moline, Ill. Multiple spindle straight line and universal joint drilling and tapping machines; multiple and single spindle cylinder boring machines, multiple and single spindle honing machines and hones; special milling equipment; horizontal way type drilling, boring, reaming and tapping machines; special machines in general for drilling, boring, tapping and honing. C. R. Rosborough, pres. and gen. mgr.; O. R. Reller, vice-pres.; W. C. Rosborough, vice-pres., treas.; J. B. Rosborough, vice-pres.; I. F. Nelson, pur. agt.; C. E. Parkhurst, cf. engr.; D. C. Eipper, cf. design engr. **Det. Rep.**—Motch & Merryweather Machinery Co., 2842 W. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill.

MONARCH GOVERNOR CO., 1832 W. Bethune, Detroit 6, Mich. Engine governors and automobile accessories. J. W. Anderson jr., pres. and gen. mgr.; George Negri sr., vice-pres.; S. W. Anderson, vice-pres.; A. S. Anderson, secy.; J. W. Ansama, treas.

MONROE AUTO EQUIPMENT CO., E. First st., Monroe, Mich. Hydraulic shock absorbers, hydraulic easy-riding seats for tractors trucks and military vehicles; sway bars; hydraulic lifts; molded rubber products, direct acting hydraulic power steering. Brouwer D. McIntyre, pres. and gen. mgr.; Wm. D. McIntyre, vice-pres. and treas.; C. S. McIntyre, vice-pres., chge. of sales and secy.; A. F. Meyer, vice-pres.; George M. Streicher, vice- pres., wks. mgr.; J. E. Bickel, (replacement div.), sales mgr.; A. A. Ballantyne, adv. and sales prom. mgr.; C. J. Smith, vice-pres., cf. engr.; G. J. Henrich, vice-pres. and pur. dir. **Adv. Agcy.**—Ruthrauff & Ryan, 7430 Second blvd., Detroit. Joe Foley, acct. exec.

MONROE STANDARD, INC., Wyandot bldg., Galion, O. Low air pressure indicators, moisture ejectors for air lines, push-pull drain valves. E. P. Monroe, pres.; V. H. Monroe, secy.-treas.; C. S. Schuler, gen. mgr.; C. N. Smith, sales mgr.; R. G. Dykeman, cf. engr. **Det. Rep.**—W. H. McGraw, 3020 E. Grand blvd.

MONSANTO CHEMICAL CO., (Plastics div.), Springfield 2, Mass. Vinyl butyral film, styrene compound and resin, vinyl chloride resin and film, melamine surface coating resins, urea, phenolic, melamine and resorcinol resins. R. K. Mueller, gen. mgr.; Chas. Lichtenberg, C. T. King, asst. gen. mgrs.; R. C. Evans, gen. sales mgr.; E. L. Hobson, asst. gen. sales mgr.; E. D. Kennedy, adv. and sales prom. mgr.; F. W. Meuschke, asst. adv. and sales prom. mgr.; J. C. Garrels, prod. mgr.; H. W. Mohrman, research dir.; R. G. Fordyce, prod. development mgr.; H. M. Mitchell, personnel dir. **Adv. Agcy.**—Gardner Advertising, New York, N. Y. T. R. Snyder, acct. exec.

MONTPELIER MFG. CO., Montpelier, O. Motor vehicle conversions, urban panel and house-to-house delivery bodies. G. L. Hill, pres.; M. H. Schwartz, vice-pres.; H. A. Schwartz, secy. and gen. mgr.; John C. Rundell, sales mgr.; R. C. Kunkle, asst. sales mgr.; Kenneth Harman, cf. engr.; Robert Treer, pur. agt.

MOOG INDUSTRIES, INC., 6650 Easton ave., St. Louis 14, Mo. Leaf Springs, piston rings, bushings, coil springs, and related parts. H. P. Moog, pres. and gen. mgr.; H. C. Moog, vice-pres. and adv. mgr.; A. M. Goetz, secy.-treas.; G. E. Baumgartner, wks. mgr. and cf. engr.; J. B. Bushyhead, sales mgr.; John Wehrheim, asst. adv. mgr.; E. Gieseking, pur. agt.; C. L. Cadwell, traf. mgr. **Det. Rep.**—William Eckard, 15008 Sarasota. **Adv. Agcy.** — Maxwell Advertising Agency, 408 Olive st., St. Louis, Mo.

MOORE & CO., SAMUEL, Main and Orchard, Mantua, O. Caulks, sealers, adhesives, rubber matting, rubber step plates, plastic coated tubing, transportation seating. Samuel D. Moore, pres.; Frank H. Olton, vice-pres.; King E. Fauver, secy.; Arthur B. Briggs, treas.; Bradford Burnham, sales mgr.; R. E. Braumbach, cf. engr.; Robert Thomas, pu. rel. mgr. **Det. Rep.** — Robert McClelland. **Adv. Agcy.**—Palm & Patterson, Cleveland, O. T. King-Hedinger, acct. exec.

MORAINE PRODUCTS DIV., General Motors Corp., 1420 Wisconsin blvd., Dayton 1, Ohio. Hydraulic brake controls, brake assemblies, hydraulic brake fluids, engine bearings, powder metal products, friction plates for automatic transmissions, metallic filter media, rolled bronze products. B. A. Brown, gen. mgr.; H. J. Houck, plant mgr.; R. O. Yost, sales mgr., adv. mgr.; C. T. Sillin, serv. mgr.; H. D. Glass, asst. serv. mgr.; J. A. Lignian, cf. engr.; J. H. Weyer, pur. agt. P. Boorom, asst.; J. O. Faris, traf mgr.; W. E. Taylor, pub. rel. mgr. **Adv. Agcy.** — Campbell - Ewald Co., Detroit Mich. M. S. Charlton, acct. exec.

MORCO, INC., 23001 Aurora rd., Bedford O. Reconditioning crankshafts. W. C Dunn, pres.; C. H. Kimmel, vice-pres.; A. C. Saxton, gen. mgr., sales mgr. and adv. mgr.; Peter Myello, wks. mgr.; J M. Lydecker, asst. sales.; Arthur Kozar parts and acc. mgr.; Peter Mantz, traf. mgr.; **Det. Rep.**—J. M. Lydecker. **Adv. Agcy.**—Carr-Liggett, Cleveland, O.

MORRISON STEEL PRODUCTS, INC., 601 Amherst st., Buffalo 7, N. Y. Metal stampings for trucks, automotive and general use; utility truck bodies and accessories (trade name "Carry-All"); warm air forced draft and gravity; gas and oil fired furnaces (trade name: "Mor-Sun"); sectional steel overhead garage doors (trade name: "Roly Door"); S. Morrison, pres.; I. Morrison (mfg.), A. J. Harsch (engr.), M. J. Kohnstamm, vice - presidents; C. O. Rainey, secy.-treas.; C. A. Stahlka, adv. mgr.; S. Morrison, sales mgr., contract stamping div.; John W. Hanlon, sales mgr., "Carry-All" div.; John K. Farrar, sales mgr. "Mor-Sun" div.; Morey Morrison, sales mgr.; "Roly Door" div.; Arthur P. Ennis, serv. mgr.; A. E. Reiss, cf. engr.; A. S. Pezoldt, pur. agt.; C. R. Natal, traf. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo, N. Y.

MORSE CHAIN CO., A Borg-Warner Industry, Ithaca, N. Y., also 7601 Central ave., Detroit 10, Mich. Timing chain and sprockets, roller chain and sprockets, flexible couplings. F. M. Hawley, pres. and gen. mgr.; J. N. Candler, vice-pres., asst. gen. mgr.; V. P. Burgess, secy.-treas.; R. J. Howison, vice-pres., gen. sales mgr.; L. P. Smith, Ithaca plant mgr.; M. V. Durkin (Detroit), vice-pres., chge. of mfg.; I. A. Horton (Detroit), adv. mgr.; T. A. Fowler (Detroit), serv. mgr.; N. C. Bremer (Ithaca), cf. engr.; R. W. Appleton (Ithaca), pur. agt.; E. F. Whittemore (Detroit), pur. agt.; T. A. Richards (Ithaca), traf. mgr.; D. E. Burgess, asst. secy. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. L. Grant Hamilton, acct. exec.

MORTELL CO., J. W., 550 N. Hobbie ave., Kankakee, Ill.; Lyndhurst, N. J.; Detroit Mich. E. E. Mortell, pres. and gen. mgr.; J. L. Mortell, secy.-treas.; J. E. Ashton, vice-pres. and automotive sales mgr.; T. P. Fitzpatrick, dir. of mfg.; C. P. Springer, Eastern mgr.; K. D. Rouble, Detroit mgr.; T. D. Kilburn, asst. sales mgr.

MORYSVILLE BODY WORKS, 813 S. Reading ave., Boyertown, Pa. Utility bodies and body equipment. Wallace B. Updegrove, pres.; Joanne Rossi, secy.; William P. Gross, sales prom. mgr. **Adv. Agcy.**—Dudgeon, Taylor & Bruske, Detroit, Mich. Harry J. Detrich, acct. exec.

MOTO-SWAY CORP. OF AMERICA, 205 Pasadena ave., South Pasadena, Calif. Lubrication equipment, car washers, glazers and waxers, engine cleaners, truck-o-mats, wheel balancing equipment. A. M. Markus, pres. and treas.; Lee B. Markus, vice-pres. and secy.; W. Miller, wks. mgr.; A. L. Stuart, sales mgr.; Jack Crosley, adv. mgr.; W. Miller, serv. mgr.; E. Aron, cf. engr.; Rudolph Neyser, pur. agt.; N. Fife, asst. pur. agt.; T. Schneider, traf. mgr. **Adv. Agcy.**—Jack Crosley, Hyland Park, Los Angeles, Calif.

MOTOR GENERATOR CORP., Troy, O. Battery chargers, motor generator type, automotive, bus, truck; electrical industrial truck chargers, generators, AC and DC; motor generator sets, all types; power plants. O. H. Menke, pres.; D. W. Baker, vice-pres. and sales mgr.; G. O.

(Continued on Page 207)

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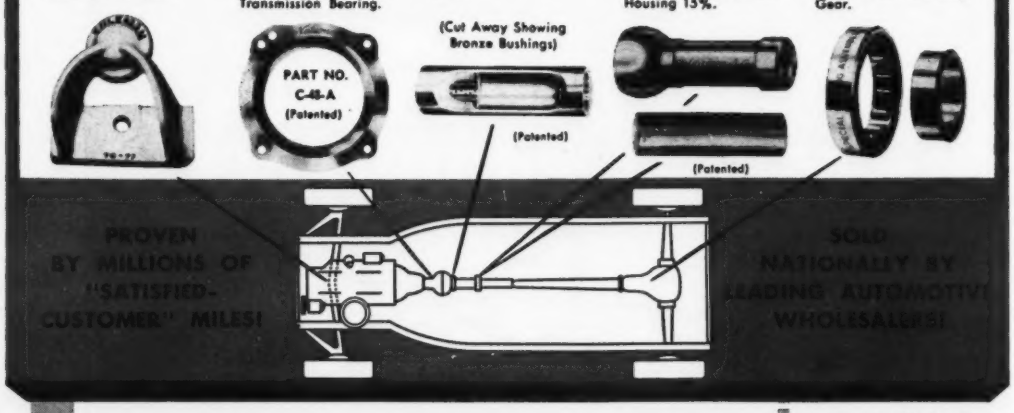

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Howard Williams, Comptroller.

Who's Who in Auto Industry

(Continued from Page 206)

Williams, secy.; D. C. Jenkins, treas. **Adv. Agcy.** — Ralph Dalton & Assoc., Troy, O.

MOTOR PRODUCTS CORP., 11801 Mack ave., Detroit 14, Mich. Trim mouldings, instrument panels, ventilators, stampings, rolled sections, miscellaneous automobile parts. A. L. Lott, chmn. of bd.; L. G. Jacques, pres. and gen. mgr.; D. J. Bracken, vice-pres. and gen. mgr. (automotive div.); R. P. Ewart, vice-pres. and dir. of sales.; S. A. Hill, secy.; R. J. Nixon, treas.; G. F. Burley, dir. of pur.; L. A. Fill, cf. engr.; R. W. Dugger, dir. of ind. rel.

MOTOR WHEEL CORP., 735 E. Saginaw st., Lansing 3, Mich. Wheels, hubs, brake drums, pressed metal parts, and heating appliances. M. F. Cotes, pres. and gen. mgr.; J. Harold Hunt, vice-pres. (automotive engrg.); C. S. Holden, vice-pres. (automotive sales); J. A. Watson, vice-pres. (automotive mfg.); R. A. Cole, vice-pres. (duo-therm mfg); Karl Egeler, vice-pres. (duo-therm sales); Don F. Jones, vice-pres. (duo-therm engrg.); Edward K. Ellsworth, secy.; C. A. Benson, treas.; Thomas J. Fagan, asst. secy.; Raymond Sanger, asst. treas.; Glenn Sanford, sales mgr.; L. O. Benner, sales mgr.; C. A. Johnson, sales mgr.; E. M. Crary, asst. sales mgr.; L. C. Vandertill, sales prom. mgr.; Bruce York, adv. mgr.; Max E. Hosmer, asst. adv. mgr.; H. W. McKeague, dir. of pur.; J. W. Withrow, pur. agt.; N. J. Gibbins, pur. agt.; George Bleibtrey, traf. mgr. **Det. Rep.**—C. S. Holden, 546 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Young & Rubicam, Inc., Chicago.

MOTOROLA, INC., 4545 W. Augusta blvd., Chicago 51, Ill. FM two-way mobile radiotelephone; automobile receivers; home radios, AM television receivers. P. V. Galvin, pres.; R. W. Galvin, exec. vice-pres.; E. R. Taylor, vice-pres., asst. to the pres.; Elmer Wavering, Frank J. O'Brien, D. E. Noble, E. P. Vanderwicken, vice-presidents; Charles Green, secy.; Walter B. Scott, works mgr.; Wm. Kelley, vice-pres., (consumer div. sales); Eugene S. Goebel, (communications div.), sales mgr.; E. L. Redden, dir. of adv.; A. T. Alexander, serv. mgr.; Frank Uhrus, parts and acc. mgr.; Jack Davis, prod. mgr., radio div.; Ed Passow, prod. mgr., TV div.; William Arnos, pur. agt. **Adv. Agcy.** — Ruthrauff & Ryan, Inc., Chicago, Ill. Herbert Guenin, acct. exec.

MOTORS METAL MFG. CO., 5936 Milford ave., Detroit 10, Mich. Sheet metal stampings and assemblies; hoods, fenders, engine pans, running boards, body stampings, radiator shells and all similar parts. Dr. Robert R. McMath, chmn. of bd.; S. J. Menzel, pres. and gen. mgr.; Nelson C. Johnson, vice-pres. and secy.; Harold G. Shaw, treas.; E. J. Sullivan, wks. mgr.; Ferris Fick, sales and adv. mgr.; Vincent A. Corrado, cf. engr.; Ian F. Wilson, pur. agt.

MT. CLEMENS METAL PRODUCTS CO., 145 S. Rose st., Mt. Clemens, Mich. Metal stampings and assemblies, spun pulleys, cold headed products, weed and clinch nuts, moulding clips, brazing and annealing. F. G. Richardson sr., pres. and gen. mgr.; Fred G. Richardson jr., exec. vice-pres.; Fred W. Beyer, vice-pres.; Thomas L. Baker, vice-pres.; Ray Nigro, secy.-treas.; R. Bell, cf. engr.; G. Kremer, pur. agt. **Det. Rep.**—Rich-Wing Corp., 420 New Center bldg., Detroit 2, Mich.

MUELLER BRASS CO., 1925 Lapeer, Port Huron, Mich. Copper pipe, solder-type fittings, aluminum forgings, shaped brass rod, flare fittings, casting, formed tubing. F. L. Riggin, pres.; F. L. Riggin jr., vice-pres.; M. Edmundson, secy.-treas.; A. C. Dappert, gen. mgr. and sales mgr.; E. Schleusener, wks. mgr.; O. R. Payton, adv. mgr.; E. A. Fairchild, sales prom. mgr.; J. E. Gray, cf. engr.; H. Lewis, pur. agt.; E. Miller, traf. mgr.; A. St. Pierre, pub. rel. mgr. **Det. Rep.**—Sales Office Rm. 237 Curtis bldg., Detroit. **Adv. Agcy.**—Price, Hedrick, Tanner, Saginaw, Mich. P. Willox, acct. exec.

MULLINS MFG. CORP., Salem, O. Truck fenders, cowls, cabs and other steel stampings. Geo. E. Whitlock, pres. and gen. mgr.; H. M. Heckathorn, exec. vice-pres.; H. Krohne, secy.; H. F. Wykoff, treas.; F. M. Beavregard, vice-pres. chge. operations; H. O. Smith, wks. mgr.; J. E. Britt, sales mgr.; R. Bradley, cf. engr.; J. W. Farrell, pur. agt.; L. Baldinger, traf. mgr.

MURRAY AUTO SPECIALTY CO., INC., 1228 So. Olive, Los Angeles 15, Calif. Fuel pumps and parts, fuel pump diaphragms and repair kits. Murray Bernstein, pres.; Bernard Berman, vice-pres.; Harvey Lemke, secy. and wks. mgr.; Bernard Berman, gen. mgr.

MURRAY CORP. OF AMERICA, 7700 Russell st., Detroit 11, Mich. Automotive: Cushion and back springs, frames, stamped body parts and assemblies, fenders, hoods; tools, dies, jigs and fixtures. B. C. Gould, pres.; C. D. Widman, vice-pres.; R. M. Dailey, secy.-treas.; C. H. Menge, vice-pres. (sales); A. A. Derse, vice-pres. (mfg.); Wade N. Harris, vice-pres. (auto oper.); T. W. Hardy, vice-pres., mgr. (home appliance div.); I. A. Lutz, compt.; C. S. McDermott, dir. pur.; N. A. George, dir. indus. rel.; F. W. Hall (body div.); J. A. Basher, aircraft div. mgr.; H. G. Schultz, gen. mgr. (frame div.).

MURRAY PRODUCTS—Div. of Randall Corp., E. Joppa rd., Towson 4, Md. Hose clamps, battery necessities, brake parts. H. Alexander Smith jr., pres.; Leonard H. Forman, vice-pres. and pur. agt.; E. F. Shannon, contlr.; Richard J. Brereton, wks. mgr.; Don H. Ruliffson, sales mgr.; John W. Schukraft, cf. engr.; W. C. Hoadley, traf. mgr. **Det. Rep.**—Don H. Ruliffson, 914 Donovan bldg., 2457 Woodward ave. **Adv. Agcy.**—Emery Advertising Agency, 2 E. North ave., Baltimore 2, Md.

MUSKEGON MOTOR SPECIALTIES CO., 7th and Larch, Muskegon, Mich. Machining crankshafts, camshafts and parts. J. A. Vieson, chmn. of bd.; D. W. Johnson, pres.; C. J. Huebner, exec. vice-pres. chge. of Jackson crankshaft plant; R. V. Pangborn, vice-pres., mfg.; G. A. Spoon, vice-pres. sales and engrg., Muskegon camshaft div.; J. Albers, treas.; T. J. McCarthy, secy.; C. Thornquist, asst. secy.

MUSKEGON PISTON RING CO., Sixth and Alpha, Muskegon, Mich. Piston rings. T. E. McFall, pres.; H. G. Vaughan, G. W. Lundeen, exec. vice-pres.; G. A. Fifield, secy.; H. P. Gangwer, treas.; P. S. Lane, vice-pres., engrg. and sales; J. A. Nadeau, pur. agt. **Det. Reps.**—W. A. Clouser, G. E. Smith, G. S. Oliver, John Morrow, 521 New Center bldg. **Adv. Agcy.**—Behel & Waldie & Briggs, Inc., Chicago, Ill. George L. Briggs, acct. exec.

MUSTANG MOTORCYCLE CORP., (subsidiary of Gladden Products Corp.), 635 W. Colorado blvd., Glendale 4, Calif. Motorcycles (lightweight), Delivercycles (3 wheel pickup and delivery type). John N. Gladden, pres., gen. mgr.; E. F. Hamilton, asst. secy.-treas.; Charles R. Gardner, prod. mgr.; J. Wade Brunson, sales and adv. mgr.; Walter S. Fulton, mgr. Kansas City, Mo. branch; Howard Forrest, cf. engr.; Howard Burrell, pur. agt. **Adv. Agcy.**—Walter C. Davison Co., Glendale, Calif.

MUTUAL BROADCASTING SYSTEM, 1440 Broadway, New York 18, N. Y. Thomas F. O'Neil, pres.; William Fineshriber, exec. vice-pres.; James Wallen, treas.; Adolph Hult, vice-pres. sales; Robert A. Schmid, vice-pres., adv. planning research and pub.; Julius C. Seebach, vice-pres. programs; E. M. Johnson, vice-pres., station relations and engrg.

MYSTIK ADHESIVE PRODUCTS, Div. of Chicago Show Printing Co., 2635 N. Kildare ave., Chicago 39, Ill. Paper masking tapes, waterproof cloth tapes, stencils, adhesive specialty products. Russell J. Leander, pres.; J. K. Leander, vice-pres.; Robert J. Leander, secy. and treas.; S. L. Ostrenga, sales mgr., industrial and automotive div.; J. C. Gallagher, sales mgr., retail div.; Ken H. Winters, sales mgr., chain store div.; Jesse E. Lehman jr., dir. of adv.; John A. Schwab, pur. agt.; W. F. Campbell, traf. mgr. **Adv. Agcy.** — J. Walter Thompson Co., Chicago. Theodore T. Weldon, acct. exec. (retail).

N

NAMSCO, INC., 333—31st ave., Bellwood, Ill., (Chicago suburb). Hub caps, wheel covers, including new wire spoke style, gas tank caps, radiator caps, wheel studs and nuts. J. A. Anderson, pres.; E. Strom, sales, adv. traf. mgr.; F. Wasil, wks. mgr. and pur agt.

NASH BROS. CO., 2125 Dewey ave., Evanston, Ill. Tire carriers (cable-lift, slant basket, back-of-cab) for trucks; trailers; front and rear bumpers for trucks, truck bodies, buses, pickup trucks. C. L. Nash, pres.; L. B. Nash, vice-pres.; E. A. Seward, secy. and treas.; R. E. Mainland, gen. mgr.; H. L. Garwood, asst. sales mgr.; William Renouf, chief engr.; Bill Butler, traf. mgr. **Adv. Agcy.**—Raymond Hudson & Assoc., Chicago, Ill.

NASH MOTORS DIV., Nash-Kelvinator Corp., 14250 Plymouth rd., Detroit 32, Mich. Passenger cars. George W. Mason, pres.; George Romney, exec. vice-pres.; H. G. Perkins, A. M. Wibel, R. A. DeVlieg, H. C. Doss, Meade Moore, H. A. Lewis, vice-presidents; Godfrey Strelinger, secy.-treas.; E. W. Bernitt, John Weiland, Campbell Wood, gen. wks. mgr.; L. H. Finkler, asst. wks. mgr. (aircraft engines); H. C. Doss, sales mgr.; Floyd Sease, asst. gen. sales mgr.; N. F. Lawler, central div. sales mgr.; J. W. Watson, eastern div. sales mgr.; L. T. Kouns, western div. sales mgr.; J. B. Huntress, adv. mgr.; L. E. Stewart, sales prom. mgr.; S. I. Carlson, exp. mgr.; J. P. Goodyear, asst. exp. mgr.; W. A. Cook, serv. mgr.; C. M. Tillinghast, parts mgr.; Floyd Kishline, cf. engr.; James Lee, pur. agt.; H. G. Paxton, bus. mgt. mgr.; Fred L. Black, H. E. Hallas, M. J. O'Connor, pub. rel. **Adv. Agcy.**—Geyer Advertising, Inc., New York, N. Y. W. R. A. Graham, acct. exec.

NASON, R. N., & CO., 151 Potrero ave., San Francisco 3, Calif. Automotive paint and lacquer products, complete line of all trade sales products. W. W. Holt, pres.; G. W. Fuller, vice-pres.; A. J. Hunter, secy.; W. P. F. Brawner, treas.; D. D. Elliott, gen. sales mgr.; W. C. Kenton, E. Barsetti, and Wm. Pahl, sales mgrs.

NATIONAL ACME CO., 170 E. 131st st., Cleveland 8, O. Multiple and single spindle bar and chucking machines; self-opening threading dies and collapsible taps; thread rolling machines; limit switches; solendids, screw products; F. H. Chapin, pres.; C. W. Simpson, exec. vice-pres.; T. L. Strimple, secy.; G. J. Steinbicker, treas.; A. E. Drissner, vice-pres. and cf. engr.; B. H. Ayers, vice-pres., wks. mgr.; R. R. Rhodehamel, gen. sales mgr.; A. E. Henn (machinery div.), H. F. Fussner (threading div.), A. J. Park (electrical div.), asst. sales mgrs.; L. E. Honeywell, adv. and sales prom. mgr.; E. W. Hull, asst.; F. J. Jenness, sales serv. mgr.; R. J. Gosling, pur. agt.; J. C. Skalnic, Roy Waltz, assts.; F. Mesojedic, traf. mgr.; H. O. Anderson, per. mgr. **Det. Rep.**—S. E. Casson, mgr., 2826 E. Grand blvd., Detroit 11, Mich. **Adv. Agcy.**—Baker, Jones, Housauer, Inc., Buffalo 3, New York.

NATIONAL ADVERTISING CO., Waukesha, Wis. Highway displays on a rental service basis. H. P. Buetow, pres.; J. L. Hayes, vice-pres. and gen. mgr.; Bert S. Cross, vice-pres.; Lee Larson, vice-pres. and dir. of sales; H. R. Larson, vice-pres.; A. R. Malsomson, vice-pres.; John Connolly, secy.; L. B. Gehrke, treas., asst. secy. and contr.; R. H. Tucker, asst. secy.; F. B. Mooers, asst. treas. and dir. of oprs.; L. M. VerPlank, gen. sales mgr.; R. T. Anderson, adv. and sales prom. mgr.; George

(Continued on Page 208)

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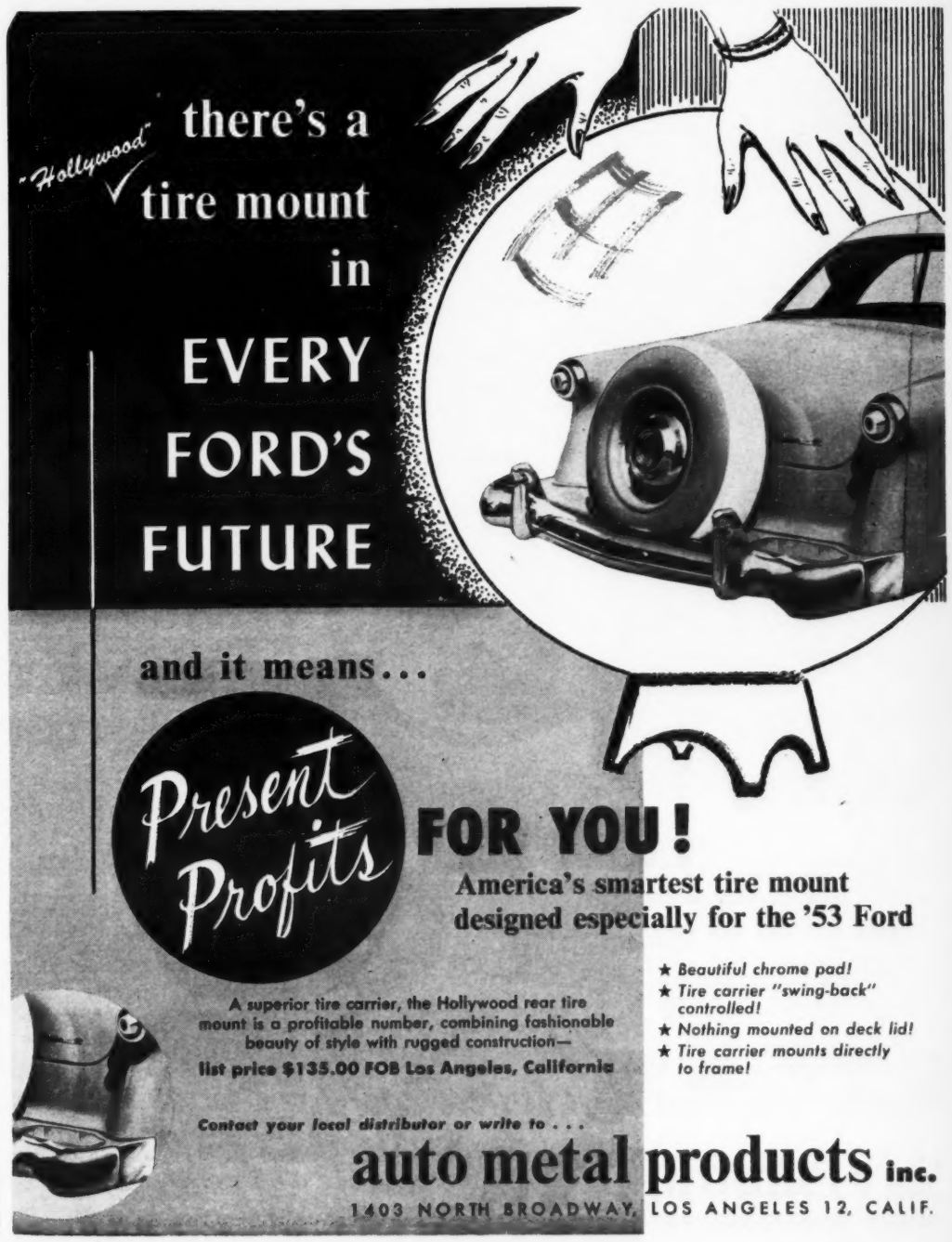
NATIONAL AUTOMOBILE TRANSPORTERS ASSOCIATION

2627 CADILLAC TOWER • DETROIT 26, MICHIGAN



Who's Who in Auto Industry

(Continued from Page 207)

Christman, pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit.

NATIONAL AUTO GLASS SPECIFICATIONS, 9050 Livernois ave., Detroit 4, Mich. Auto glass patterns, publishers of auto glass parts catalog. Orren D. Hulett, gen. mgr.

NATIONAL AUTOCRAFT MFG. CO., 2710 N. Orange ave., Orlando, Fla. Universal body moulding clip kit, windshield wiper control, window handle crank, door locking and instrument panel dash knobs, Ford door lock repair kit (1949 Fords), door sill moulding covers, slip-on armrest covers. Charles D. West, pres., sales mgr.; Stanley A. Webb, vice-pres.; F. P. West, secy., treas.; S. A. Webb, pur. agt. **Adv. Agcy.** — Robert Hammond Associates, Orlando, Fla.

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit 26, Mich. F. E. Wolverton, chmn. of the bd.; W. E. Bronston, vice-chmn.; L. W. Mohlenkamp, secy.; H. G. Rice, treas.; R. E. Beiser, gen. mgr.; E. R. Reeves, dir. accident prevention; T. V. Breitenbeck, traf. mgr.

NATIONAL AUTOMOTIVE FIBRES, INC., 19925 Hoover, Detroit 5, Mich. Complete automotive trim, insulation and cardboard parts, automotive fabrics and carpet. J. R. Millar, chmn. of bd; R. J. Stack, pres.; H. B. Greene, secy.-treas.; John Chapman jr., cont.; J. G. Bannister, vice-pres., sales mgr.; E. P. Bolen, vice-pres.; L. R. Singler, pur. agt.; A. H. Rhodes, traf. mgr.; G. N. Lindner, dir. of ind. and pub. rel.

NATIONAL AUTOMOTIVE MANUFACTURING & ENGINEERING CORP., 205 Pasadena ave., South Pasadena, Calif. Moto-Sway lubricating equipment, Spray-Foamatic spray guns, Truk-O-Mat's, Spray-Foam Jr., home spray guns, Spray-Foam washing compounds, Moto-Lite license frames, Quick-On couplers, MSF concentrates, Moto-Glaze compounds, grease Hypo-Jectors. Alexander M. Markus, pres.; W. Miller, plt. supt.; Lee B. Markus, secy.-treas.; K. Nelson, chief engr.; R. Keyer, comptr.; Jacob M. Schneider, traf. mgr. **Adv. Agcy.** — J. T. Crossley Co., Los Angeles 42, Calif.

NATIONAL BROADCASTING COMPANY, INC., A Service of RCA, 30 Rockefeller Plaza, New York 20, N. Y. Frank White, pres.; Charles R. Denny, vice-pres. for owned and operated stations, pub. rel., and staff engrg.; Joseph V. Heffernan, financial vice-pres.; John K. Herbert, vice-pres. in chge. of networks; Harry Bannister, vice-pres. in chge. of station rels.; Charles C. Barry, vice-pres. in chge. of network programs; Ted Cott, vice-pres. and gen. mgr. of WNBC, WNBC-FM, WNBT; Sydney H. Eiges, vice-pres. in chge. of press; George H. Frey, vice-pres. and sales dir.; James M. Gaines, vice-pres. for owned and operated stations; O. B. Hanson, vice-pres. and cf. engr.; William S. Hedges, vice-pres. in chge. of integrated services; Harry C. Kopf, vice-pres. and gen. mgr. of WMAQ, WMAQ-FM, WNBQ; Edward D. Madden, vice-pres. and asst. to the pres.; Gustav B. Margraf, vice-pres. and gen. atty.; Frank M. Russell, vice-pres. Washington office; Robert W. Sarnoff, vice-pres. in chge. of film div.; Carleton D. Smith, vice-pres. and gen. mgr. of WRC, WNBW; John K. West, vice-pres., Hollywood office; Frederic W. Wile jr., vice-pres. in chge. of network prod.; Joseph A. McDonald, treas.; Harry F. McKeon, contlr.; John Q. Cannon, secy.; William A. Williams, asst. treas.; Walter D. Scott, networks administrative sales mgr.; John Lanigan, networks mgr. of Eastern sales div.; Edward R. Hitz, networks mgr. of Central sales div.; John T. Williams, networks mgr. of Western sales div.; Frederick N. Dodge, networks dir. of mchdse.; Thomas B. McFadden, dir. of national spot sales; Hamilton Shea, gen. mgr. for WTAM, WTAM-FM, WNBK; Donald A. Norman, gen. mgr. for KNBH; Lloyd E. Yoder, gen. mgr. for KNBC, KNBC-FM. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave., New York 17, N. Y. Ezra McIntosh, vice-pres., acct. exec.

NATIONAL CARBON DIV., Union Carbide and Carbon Corp., 30 E. 42nd st., New York 17, N. Y. Anti-freezes, flashlights, flashlight batteries. A. S. Johnson, pres.; C. O. Kleinsmith, P. M. Buhrer, exec. vice-presidents; A. C. Bryan, vice-pres. in chge. of sales; F. W. Berdan, mgr. automotive products sales.; A. J. Housman, adv. mgr. **Adv. Agcy.**—Wm. Esty & Co.

NATIONAL CASH REGISTER CO., Main and K sts., Dayton 9, O. Accounting machines, adding machines, cash registers. S. C. Allyn, pres.; R. S. Oelman, exec. vice-pres.; John M. Wilson, sales vice-pres.; Robert E. Cowden jr., secy.; G. R. Lohnes, treas.; W. T. Bahl, vice-pres., mfg.; L. S. McCallister, asst. sales mgr.; G. W. Head, adv. mgr.; Leigh Metcalfe, asst.; H. E. Paul, serv. mgr.; E. R. Schlemmer, pur. agt.; E. H. Voehringer, traf. mgr.; J. K. Owen, pub. rel. mgr. **Det. Rep.**—G. F. Rogers, branch mgr., 3456 Woodward ave. **Adv. Agcy.** — McCann-Erickson, Inc., New York 20, N. Y. Royal Alderman, acct. exec.

NATIONAL LIFT CO., Subsidiary of Gar Wood Industries, Ypsilanti, Mich. Hydraulic hoist for pickup trucks, hydraulic hoist for 1½ and 2-ton platform trucks, hydraulic end-gate for pickup trucks, hydraulic lift for snow plows. E. F. Fisher, pres.; Ross Miller, vice-pres. and gen. mgr.; R. E. Morris, sales mgr., hoists and bodies; W. P. Ferris, sales mgr., Snow Lift div. **Adv. Agcy.**—Andrews Agency, Inc., Milwaukee, Wis.

NATIONAL MACHINE & TOOL CO., 4077 Page ave., Jackson, Mich. Service tools. William Becker, pres. and gen. mgr.; Paul Becker, vice-pres.; Robert Becker, secy.-treas.; R. E. Hall, sales and adv. mgr.; George Hooper, cf. engr. **Det. Rep.** — Cliff - Johns, 387 Eason. **Adv. Agcy.** — Jepson-Murray Adv., Lansing, Mich. Kim Jepson, acct. exec.

NATIONAL MACHINE WORKS, INC., 1800 S. Broadway, Oklahoma City, Okla. Drive shaft bushing and seal assemblies; transmission case ball seats; drive shaft housing repair kits; drive shaft housing repair units; special pinion bearing assemblies; coleman compensator kits and special engineering and manufacturing facilities for new machine products. Theodore C. Gerner, pres., gen. mgr. and cf. engr.; D. I. Johnson, vice-pres.; Nolan C. Newman, vice-pres.; R. W. Losey, sales and adv. mgr. Luther A. Harrison, order clerk. **Adv. Agcy.**—Galloway-Wallace, Graniff bldg., Oklahoma City, Okla. Hugh M. Wallace, acct. exec.

NATIONAL MALLEABLE & STEEL CASTING CO., 10600 Quincy ave., Cleveland 6, O. Cleve H. Pomeroy, pres. and treas.; W. H. Moriarty, vice-pres., chge. of sales; W. L. Woody, vice-pres., chge. of operations; H. L. Mausk, vice-pres., railway div. sales; E. H. Sherwood, asst. vice-pres., railway div. sales; J. A. Slater, asst. to pres.; R. C. Hobson, K. M. Smith, assts. to vice-pres.; A. E. Field, secy.; L. A. Pomeroy jr., traf. mgr.; H. N. Whitmore, mgr. of inspection; H. A. Schwartz, mgr. of research; W. W. MacMillen, gen. pur. agt.; K. L. Selby, cf. engr. **Adv. Agcy.**—Palm & Patterson, Inc. Fidelity bldg., Cleveland 14, O. T. King-Hedinger, acct. exec.

NATIONAL MOTOR BEARING CO., INC., Redwood City, Calif. Oil and grease seals, laminated shims, o-rings. L. A. Johnson, pres. and gen. mgr.; D. O. Johnson, vice-pres.; Milton Bulkeley, vice-pres. and treas.; H. K. Pohlman, vice-pres. and dir. of mfg.; A. E. Werolin, vice-pres., chge. of administration and planning; P. Patterson, factory mgr.; L. C. Cole, dir. of sales; W. I. Buchanan, mgr. of ind. sales div.; P. Q. Wray jr., mgr. of replacement sales div.; E. Mitchell, traf. mgr.; R. E. Wolcott, pur. agt.; Horace Kiser, pub. rel. mgr. **Det. Rep.**—W. I. Buchanan, Hal H. Klein, R. Hudson, 726 Lothrop. **Adv. Agcy.**—L. C. Cole—Adv., San Francisco, Calif. R. G. Orr, acct. exec.

NATIONAL PARTS CORP., 2111 S. Michigan ave., Chicago 16, Ill. Automobile replacement radiator grilles. A. Grinberg, pres.; M. Grinberg, vice-pres.; H. A. Winkelman, gen. mgr. and sales mgr.; T. Antonini, wks. mgr.; L. P. Wolfman, asst. sales and adv. mgr.; R. Winkelman, asst. adv. mgr. and pur. agt. **Det. Rep.**—Mel Knopf, 24350 Condon ave., Oak Park, Mich.

NATIONAL PLASTIC PRODUCTS CO., Odenton, Md. Saran fiber for seat coverings, welt for piping and soundproofing. Ephraim Winer, pres.; Lee Samler, tech. dir.; Francis V. Ulrich, sales mgr.; James Richards, adv. mgr.; Donald Anderson, dir. of pur. **Adv. Agcy.**—MacManus, John & Adams, 444 Madison ave., New York, N. Y. Rand Miller, acct. exec.

NATIONAL PRODUCTS CORP., 144 Moody st., Waltham 54, Mass. Spark plugs, weatherproof connectors, ignition harness sets, special ignition products. H. R. Overly jr., pres. and treas.; A. C. Kennell jr., secy.; A. G. Cranney, gen. mgr. **Det. Rep.**—J. T. Templeton and E. M. Eldredge, 5432 Cass ave. **Adv. Agcy.**—Haldeman and Schindler, Boston, Mass. Aaron Schindler, acct. exec.

NATIONAL RIVET AND MFG. CO., 21 E. Jefferson, Waupun, Wis. All types of rivets. A. G. Gibbons, pres. and gen. mgr.; J. A. Zeratsky, vice-pres.; A. W. Fairchild, secy.; H. C. Engelbracht, treas.; J. A. Zeratsky, wks. mgr.; E. J. Maitre, sales mgr.; J. P. Torres, adv. mgr.; H. Hanson, cf. engr.; B. H. Bredeson, pur. agt.; H. C. Engelbracht, traf. mgr. **Det. Rep.**—S. J. Roberts, 5-259 General Motors bldg. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill.

NATIONAL STEEL CORP., 2800 Grant bldg., Pittsburgh 19, Pa. E. T. Weir, chmn. of bd.; G. R. Fink, pres.; T. E. Millsop, J. A. Henry, vice-pres.; M. E. Arden, secy.; Paul E. Shroads, vice-pres. and treas; C. G. Tournay, compt. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich.

NATIONAL SYSTEM OF GARAGE VENTILATION, INC., 318 N. Church st., Decatur, Ill. Underfloor and overhead exhaust removal equipment for automotive service shops. Frank M. Tenney, pres.; A. G. Towne, secy., gen. mgr., sales mgr.; Frank M. Tenney, treas. **Adv. Agcy.**—Biddle Co., Bloomington, Ill. Lee Ferris, acct. exec.

NATIONAL TUBE DIV., (United States Steel Corp.), 525 William Penn pl., Pittsburgh 30, Pa. Seamless steel tubing, Electric-welded tubing. J. E. Goble, pres.; W. F. McConnor, exec. vice-pres.; F. L. Wiegand, jr., secy.; H. J. Hirshman, treas.; W. J. McKee, sales mgr.; W. L. Schaeffer, adv. mgr.; L. V. Johnson, cf. engr.; J. F. Dailey, pur. agt. **Det. Rep.**—J. G. Morrison, General Motors bldg., Detroit 2, Mich.

NEAPCO PRODUCTS, INC., South and Cross sts., Pottstown, Pa. Universal joints, chassis parts, machine work. R. E. Jeffries, pres.; E. B. Jenkins, treas.; Paul Mitchell, vice-pres. and factory mgr. **Adv. Agcy.**—William D. Andes, Lancaster, Pa. John Wenger, acct. exec.

NEON PRODUCTS, INC., Neon ave., Lima, O. Plastilux "500" outdoor signs, neon outdoor signs, specialine plastic indoor signs, advertising clocks, skelton signs, pylons. S. Kamin, pres.; M. Kamin, vice-pres.; J. Howenstine, secy.-treas.; Marvin Lubinsky, sales mgr.; Saul Seigel, adv. mgr.; Art Mox, cf. engr.; G. Querry, pur. agt.; W. Freel, traf. mgr. **Det. Rep.** — Larry Beck, 18711 James Couzens hwy. **Adv. Agcy.**—J. H. Maish Co., Marion, O. Marion Burton, acct. exec.

NEW DEPARTURE DIV., General Motors Corp., Bristol, Conn. Ball bearings. Paul W. Rhame, gen. mgr.; Seth H. Stoner, gen. wks. mgr.; Charles D. McCall, gen. sales mgr.; Howard A. Offers, asst. gen. sales mgr.; L. A. Lanning, gen. pur. agt.; C. B. Beckwith, adv. mgr.; F. J. Garbarino, cf. engr.; J. J. Jennings, pur. agt. (Bristol plant); E. L. Lee, traf. mgr.; E. E. Gill, pub. rel. mgr. **Det. Rep.**—Lorne F. Lavery, mgr., 7-122 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—D. P. Brother & Co., Detroit. A. C. Cochrane, acct. exec.

NEW ENGLAND PRESSED STEEL CO., Washington ave., Natick, Mass. Automotive parts assemblies to customers' requirements; spark plug wrenches; metal stampings to order. W. H. Townsend, pres. and treas.; W. W. Somersall, vice-pres., sales mgr. cf. engr.; J. H. Parmenter, secy. and wks. mgr.; H. Blumenthal, pur. agt. **Det. Rep.**—J. H. Needham, 9900 Freeland, Detroit.

NEW ENGLAND PRODUCTS, INC., 761 Park ave., Cranston 10, R. I. Seal-Test automotive water proofing kits, automotive graining kits, automotive re-chroming kits, automotive adhesives, applicators and sealing guns. Donald R. Robinson, pres., treas., sales mgr.; Paige E. Robinson, vice-pres.; E. I. Bachur, secy.; Ralph C. Potter, adv. mgr. **Det. Rep.**—W. C. Little, Hotel Madison-Lenox, 246 Madison ave., Detroit, Mich. **Adv. Agcy.**—R. W. Goff Advertising Agency, Cranston, R. I.

NEW JERSEY ZINC CO., THE, 160 Front st., New York 38, N. Y. Zinc pigments, metals and alloys. R. L. McCann, pres.; C. H. George, vice-pres.; F. H. Baxter, vice-pres.; Walter R. Anyan, secy.; Samuel Riker jr., treas.; W. J. Lee, gen. pur. agt.; K. L. R. Baird, gen. traf. mgr. **Sales (The New Jersey Zinc Sales Company):** R. G. Kenly, vice-pres.; F. W. Jones, mgr. (pigment sales); E. H. Klein, mgr. (metal div.); R. Davison, mgr. (market development div.).

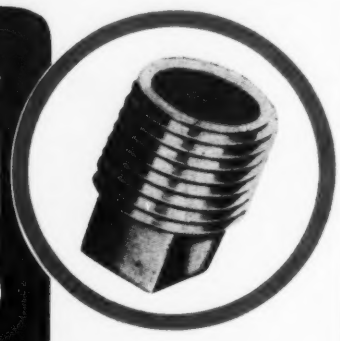
NEW PROCESS GEAR CORP., 500 Plum st., Syracuse, N. Y. Truck and tractor transmissions; differential assemblies; automatic spur; spiral, bevel, hypoid gears; universal joints; aviation gears. A. A. Henninger, pres., gen. mgr.; H. S. Thurner, vice-pres.; A. E. Woonton, treas.; John L. Collins, asst. mgr.; John F. Roehm, asst. to pres.; Benjamin L. Hoag, wks. mgr.; Lester J. Herrick, asst. wks. mgr.; Charles N. Howard, pub. rel. officer. **Det. Office.** — 2518 Guardian bldg.

NEWARK AUTO TOP & BODY CO., 80 Central ave., Newark 2, N. J. Auto seat covers, carpets, seat cushions, convertible top assemblies. Lee and Alexander Seaman, co-owners.

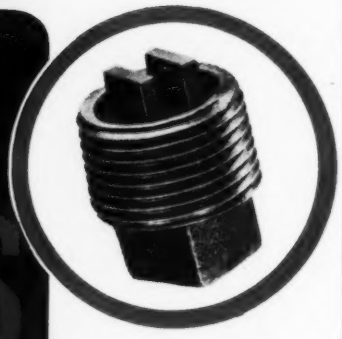
NEWHOUSE AUTOMOTIVE INDUSTRIES, 5805 E. Beverly blvd., Los Angeles 22, Calif. Lubricants, high - compression heads, dual intake manifolds, mufflers, camshafts, racing equipment, special auto parts for stock cars, etc.; also dual-point auto ignitions, car polishes, water injectors, racing engines. Ernest J. New-

(Continued on Page 209)

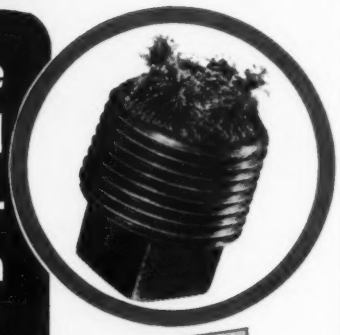
REPLACE ORDINARY DRAIN PLUGS WITH



LISLE MAGNETIC PLUGS



To Remove IRON and STEEL Particles from Oil . . .



Write for FREE sample plug for testing

STATE SIZE AND TYPE OF LISLE PLUG DESIRED

LISLE Corporation

1903 – GOLDEN ANNIVERSARY – 1953

CLARINDA, IOWA

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Who's Who in Auto Industry

(Continued from Page 208)

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NIEHOFF & CO., C. E., 4925 W. Lawrence ave., Chicago 30, Ill. Ignition parts, hydraulic brake parts, testing equipment, hydraulic brake fluid. C. E. Niehoff, pres.; Fred Geyer, vice-pres., chge. of sales; E. R. Grant, vice-pres., chge. of pro.; M. A. Niehoff, secy.-treas.; C. E. Sanders, adv. mgr.; H. C. Fernstrom, pur. agt. **Adv. Agcy.**—C. Wendel Muench & Co., Chicago, Ill.

NILES, UPTON & GREEN, 505 Fifth ave., New York 17, N. Y. Mechanicontrol, organization guides, profit controls. Herbert L. Niles, pres. and gen. mgr.; Paul B. Diffenderfer, vice-pres. and pur. agt.; William M. Green jr., secy. and cf. engr.; Thomas F. Upton, treas. and sales mgr. **Adv. Agcy.**—Martin Furgeson, 505 Fifth ave., New York, N. Y. Martin Furgeson, acct. exec.

NORICK BROTHERS, 701-09 N.W. Fourth st., Oklahoma City 1, Okla. Standard accounting systems, auxiliary forms, parts purchase control systems, and supplies for retail automotive dealers. Henry Norick, gen. mgr.; James H. Norick, asst. mgr.; Fred H. Barlow, gen. sales mgr.; Roy Evans, adv. and sales prom. mgr.; Jack Rainbow, prod. mgr.; Mrs. Frances Lilly, credit mgr.; Mildred Gibson, office mgr.; W. B. Austin, cf. accountant.

NORLIPP CO., 5925 S. Lowe ave., Chicago 21. Car mirrors, gas caps, radiator caps, ornaments, lights, truck mirrors, reflectors, clearance lights, locking caps, bicycle mirrors, ornaments. C. A. Norton, pres. and gen. mgr.; A. C. Lippert, vice-pres.; R. A. Lippert, exec. vice-pres. and treas.; Robert Meyer, wks. mgr.; Charles Lindstrom, sales mgr.; Robert Novak, pur. agt.; Richard Vernald, secy.; Herb Hallen, traf. mgr. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. Ed Lund, acct. exec.

NORMA-HOFFMANN BEARINGS CORP., Hamilton ave., Stamford, Conn. Precision ball, roller and thrust bearings. W. L. Hubbard, pres.; D. E. Batesole, (engrg.) vice-pres.; R. L. Miller, vice-pres., sales mgr. and adv. mgr.; E. J. Schmiel, secy. and treas.; F. L. Wright, wks. mgr.; R. V. Donnelly, asst. sales, and asst. adv. mgr.; W. D. Anderson, cf. engr.; H. R. Beeson, pur. agt.; Claus H. Meyer, traf. mgr. **Det. Rep.**—M. B. Hawxhurst, 2814 David Broderick Tower, Detroit, Mich. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass. Jim LeTuckey, acct. exec.

NORTHERN ENGRAVING & MFG. CO., LaCrosse, Wis. Automotive dials, scuff plates, radiator emblems, instrument panels, glove doors, all decorated stampings, nameplates. C. D. Gelatt, pres. and gen. mgr.; E. Niemeyer, vice-pres.; A. H. Zischke, vice-pres., sales mgr.; M. L. Crouse, treas.; B. E. Dellenbach, asst. sales mgr.; R. Gilles, wks. mgr.; J. I. McCauley, cf. engr.; T. P. Dalzell, secy. and pur. agt.; E. Bates, asst. **Det. Rep.** — B. Finn, 2832 E. Grand blvd., Detroit, Mich.

NORTON CO., 1 New Bond st., Worcester 6, Mass. Abrasives, grinding wheels, grinding machines, refractories, Norbide boron carbide products, encapsulating machines, lapping machines, non-slip flooring. Milton P. Higgins, pres.; Ralph F. Gow, exec. vice-pres.; Malcolm N. Pilsworth, secy.; William J. Magee, treas.; Andrew B. Holmstrom (abrasive div.), E. M. Hicks, (machine div.), gen. mgrs.; F. G. Gifford (wheel plants), J. Jeppson (abrasive div.), I. G. Freeman (machine div.), wks. mgrs.; R. M. Johnson, vice-pres., chge. of sales; F. L. Curtis, G. A. Park, D. L. Price (abrasive div.), R. D. Lawson (machine div.), sales mgrs.; C. L. Shaw, adv. mgr.; R. A. Reed, asst. adv. mgr.; G. D. Seguin, pur. agt.; H. H. Anderson, asst. pur. agt.; J. D. Dawson, traf. mgr.; E. B. Knowlton, pub. rel. mgr. **Det. Rep.**—W. A. Russell, Abr. div.; C. L. Smith, Mach. div., 5805 Lincoln ave., Detroit 8. **Adv. Agcy.**—J. W. Odlin Co., Worcester, Mass. J. W. Odlin, acct. exec. James T. Chirurg Co., Boston. J. J. Slein, acct. exec.

NOX-RUST CHEMICAL CORP., 2429 S. Halsted st., Chicago 8, Ill. Underbody coatings, sound deadeners, insulation, rust preventive compounds, vapor phase rust preventive wrappers. L. S. Mann, sales mgr.; J. W. Taylor, pur. agt.

NUDAY CO., THE, 5227 Schaefer, Dearborn, Mich. Automobile wheel alignment testing equipment. **Adv. Agcy.**—Brown Art Corp., Detroit, Mich.

NU ORM PLANS, INC., 1015 So. La Cienega blvd., Los Angeles 35, Calif. A plan of sales development, and customer relations program. Ruth M. Ormsby, pres.; A. Z. Davis, vice-pres.

NYLEN PRODUCTS CO., Lake Shore dr., St. Joseph, Mich. Iron castings, iron pistons, aluminum pistons, piston pins, cylinder sleeves. John A. Nylen, pres., gen. mgr. and cf. engr.; V. L. Nylen, vice-pres. and treas.; W. R. Payne, secy.; Wm. R. Hayes, sales mgr.; T. L. Lucker, asst. sales mgr., pur. agt. **Det. Rep.**—Thomas B. Coughtrie, 5637 Summit, Sylvania, O. **Adv. Agcy.**—Mayard Sales & Adv. Counsel, Benton Harbor, Mich.

O

O & S BEARING CO., plant and general offices—777 West Eight Mile rd., Whitmore Lake, Mich. Self lubricating bearings, bushings, tie rod ends, and leaf spring inserts. Special non-ferrous stampings, distributor inserts, radiator hardware and small forgings. Newton Skillman, pres.; Newton Skillman jr., vice-pres. and gen. mgr.; John E. Connolly, vice-pres. in chge. of prod. and engrg.; Robert M. George, secy.-treas.; Fred R. Smith, sales mgr.; Axel W. Kogstrom, cf. engr.; Eldred A. Mayrend, pur. agt. **Det. Rep.**—Fred R. Smith. **Adv. Agcy.**—Rolfe C. Spinning Co., Detroit, Mich. C. Pinneau, acct. exec.

OAKITE PRODUCTS, INC., 19 Rector st., New York 6, N. Y. Cleaning materials for carburetor, engine, chassis; compounds for crankcase sludge removing, radiator cleaning, rust preventing, rust removing, scale removing, paint stripping; solvent cleaning materials for oil, carbon and grease removing; steam cleaning equipment and materials. J. A. Carter, pres.; D. S. Ball, 1st vice-pres.; H. Liggett Gray, vice-pres.; James Beckett, treas.; David A. Hearn, secy.; Stanley L. Remlein, pur. agt.; F. L. Oldroyd, sales mgr. **Det. Rep.**—T. R. Smith, 8-237 General Motors bldg., Detroit 2. **Adv. Agcy.**—Richard & Co., New York 18, N. Y. E. C. Mayer, acct. exec.

OAKMAN MANUFACTURING CO., 12995 Hillview ave., Detroit 27, Mich. Metal stampings, bumper guards, plated products. Harry Freedland, pres.; James H. Withers, vice-pres.; Benjamin P. Freedland, secy.; Nathan Freedland, treas.; Gordon O. Rice, sales mgr.; Delbert A. Miller, wks. mgr.; E. E. Shonberg, mgr., Sherwood plant; M. E. Derin, pur. agt.; Leonard Tierman, cont.; H. W. Logan, engr.

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OIL-EYE CORPORATION OF AMERICA, 51 Walnut, Winona, Minn. Oil-Eye positive indicator. R. W. Miller, pres.; R. J. Harkenrider, cf. engr. **Adv. Agcy.**—Firestone-Goodman Adv. Agency, Inc., Minneapolis 2, Minn.

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OLD REPUBLIC CREDIT LIFE INSURANCE CO., 307 N. Michigan ave., Chicago 1, Ill. Credit Life, accident and health insurance. James H. Jarrell, pres.; Arthur J. Cade, vice-pres. and sales mgr.; C. M. McNeill, secy.; W. K. Poulsom, treas. **Adv. Agcy.**—The Blakemore Co., 2021 Grand ave., Des Moines, Ia. Paul Blakemore, acct. exec.

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OLDSMOBILE DIV., General Motors Corp., Townsend st., Lansing 21, Mich. Passenger cars. J. F. Wolfram, gen. mgr. of Oldsmobile Div. and vice-pres. of General Motors Corp.; R. E. Griffin, exec. asst. to gen. mgr.; L. F. Carlson, exec. asst. to gen. mgr.; E. W. Schuon, div. comptr.; T. C. Downey, wks. mgr.;

(Continued on Page 210)

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ENGINEERS AND MANUFACTURERS OF SPECIAL AUTOMOTIVE SERVICE TOOLS AND EQUIPMENT

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Who's Who in Auto Industry

(Continued from Page 209)

G. R. Jones, gen. sales mgr.; J. E. Straud, asst. sales mgr.; B. N. Barber, asst. sales mgr.; J. J. Dobbs, exec. asst. to gen. sales mgr.; M. J. O'Connor jr., exec. asst. to gen. sales mgr.; C. B. Dakin, mgr.; forge plant; J. H. Handley, parts and acc. mgr.; H. N. Metzel, cf. engr.; A. E. Goossen, dir. of pur.; H. J. Hiday, pur. agt.; A. S. Corwin, traf. mgr.; M. J. Beaton, sales prom. mgr.; L. F. Carlson, adv. mgr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Clarance Hatch jr., acct. exec.

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OTIS ELEVATOR CO., 260 Eleventh ave., New York 1, N. Y. Passenger elevators, freight elevators, moving stairs (escalators), elevator entrances, electric dumbwaiters, hoists, chassis dynamometers. LeRoy A. Petersen, pres.; Fayette S. Dunn, secy.; H. R. Fardwell, treas.; E. W. Hines, vice-pres., chge. of sales; Donald Shannon, adv. and pub. rel. mgr.; J. F. Lawson, serv. mgr.; A. W. Paulson, cf. engr.; J. L. Fish, pur. agt.; S. P. Collins, asst.; C. H. Vescellus, traf. mgr. **Det. Rep.**—V. G. Hahn, 950 W. Fort st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., 60 E. 42nd st., New York 17, N. Y. J. C. Snape, vice-pres., acct. exec.

OUIMET STAY & LEATHER CO., 31 Monument st., Brockton 64, Mass. Fender welt, wireon, hidem, cord welt, gimp, bias binding. Emil R. Ouimet, treas.; E. Allan Stuart, gen. mgr.

OVERHEAD HEATERS INC., 1612 Book bldg., Detroit 26, Mich. Overhead oil-fired heaters for space heating garages, warehouses, industrial plants, service stations. T. E. Trese, pres. and gen. mgr.; E. M. Delaney, vice-pres. and sales mgr.; W. R. Lacey, secy. and asst. gen. mgr.; N. E. Trese, vice-pres. and treas.; W. R. Lacey jr., traf. mgr. **Det. Rep.**—L. J. Perron, 1612 Book bldg. **Adv. Agcy.**—E. C. Watkins & Co., Detroit, Mich. E. C. Watkins, acct. exec.

OWATONNA TOOL CO., 348 N. Cedar st., Owatonna, Minn. R. A. Kaplan, pres.; A. R. Kaplan, vice-pres., sales and adv. mgr.; R. R. Barnard, secy.; Robert Allyn, asst. sales mgr.; D. J. Kaplan, cf. engr.; C. P. Kaplan, pur. agt.

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P & G HAND FORGED TOOL CO., P. O. Box 5926, Milwaukee Branch, Portland 22, Ore. Mechanics' hand tools. J. Earl Jones, pres.; B. H. McClain, vice-pres., treas.; A. Jensen, wks. mgr. Wm. Van Hoose, cf. engr.; C. W. Geist, pur. agt. **Adv. Agcy.**—Pacific National Advertising Agency, Portland, Ore. George Griffiths, acct. exec.

P-J INDUSTRIES, 315 N. 8th st., Milwaukee 3, Wis. Car Hush hoodliners. Joel R. Rachlin, pres.; Donald C. Popalisky, vice-pres.; Ray M. Benson, sales and adv. mgr. **Adv. Agcy.**—Barnes Advertising Agency, Milwaukee, Wis.

P. O. B. MFG. CO., INC., 3215 Colerain ave., Cincinnati 25, O. Sealing compound, rubber cements. John P. Weber, pres.; Joseph A. Gutting, vice-pres. and gen. mgr.; Stanley A. Hittner, secy.-treas. **Det. Rep.** — W. M. Rosborough, 201 Tracy bldg., 128 Kercheval ave.

PAASCHE AIRBRUSH CO., 1909 Diversey pkwy., Chicago 14, Ill. Spray guns, booths, spray painting equipment, compressors, air - painting units. J. A. Paasche, pres.; H. F. Reck, vice-pres., secy., gen. and sales mgr.; W. A. Sharman, treas.; E. H. Hanson, sales mgr.; H. J. Pedersen, adv. mgr.; E. W. Berg, chief engr.; L. R. Stensland, pur. agt.; H. Williamson, asst. pur. agt. **Det. Rep.**—J. Ebert, 4470 Cass ave., Detroit 1, Mich.

PACIFIC FINANCE CORP., 621 S. Hope st., Los Angeles 17, Calif. Automobile financing, personal loans, automobile insurance. Maxwell G. King, pres.; G. A. Bigley, exec. vice-pres.; A. M. DeLauney, exec. vice-pres.; B. C. Reynolds, vice-pres., secy.; E. A. Smith, treas.; Elliott Taylor, pub. rel., adv., sales prom. mgr.

PACIFIC MILLS, 140 Federal st., Boston, 10, Mass. Detroit office: Rm. 429, Fisher bldg. Automotive fabrics. Henry M. Bliss, pres.; E. D. Walen, vice-pres. **Det. Rep.**—Nelson A. Butler.

PACKARD ELECTRIC DIV., General Motors Corp., Warren O. B. N. MacGregor, gen. mgr.; C. C. Rigsby, factory mgr.; R. J. Montgomery, gen. sales mgr.; S. A. Orr, mgr., replacement sales; C. B. Hamilton, Detroit dist. mgr. (equipment); R. W. Henry, Chicago dist. mgr. (equipment); H. C. Mohr, adv. and sales prom. mgr.; L. C. Wolcott, cf. engr.; D. E. Tritten, procurement mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. M. S. Charlton.

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PALL MALL MFG. CO., 12-19 Jackson ave., Long Island City 1, N. Y. Automobile polish. T. Rabb, pres.; H. Gilbert, sales mgr.; Lester H. Wolff, adv. mgr.

PALM, FECHTELER & CO., 220 W. 42nd st., New York 36, N. Y. Decalcomania. Alphonse Bihr, pres.; Edwin G. Mettler, vice-pres. and wks. mgr.; Wm. G. F. Botzow, secy. and treas. **Det. Rep.**—K. W. Dingman, 2458 Maplewood Drive, S.E., E. Grand Rapids, Mich. **Adv. Agcy.**—DuFine-Kaufman Inc., 103 Park ave., New York, N. Y. Herbert Kaufman, acct. exec.

PALMER-BEE CO., 1701 Poland ave., Detroit 12. Conveyors, speed reducers, transmission machinery. Geo. A. Bee, pres. and gen. mgr.; Geo. R. Kew, exec. vice-pres.; D. N. Sweeny, secy.; E. T. Sadlier, treas.; Dean Brown, wks. mgr.

PALNUT CO., 47 Cordier st., Irvington 11, N. J. Lock nuts, fasteners. J. R. Hotchkin, pres.; E. L. Johnson, sales mgr. and adv. mgr. **Det. Rep.**—Wm. R. Donaldson, 730 W. Eight Mile rd., Detroit.

PANTASOTE CO., 26 Jefferson st., Passaic, N. J. Coated fabrics, unsupported vinyl film, plastic wall covering material. Hans Wyman, pres.; Messrs. C. A. Wyman, H. W. Wyman, John D. Foley, vice-presidents; J. Scholer, secy.; Rudolf Koppl, treas.; John D. Foley, wks. mgr.; Eliot W. Howard, sales mgr.; R. A. Johnson, cf. engr.; E. D. Randall and J. F. Gutschalk, pur. agts. **Adv. Agcy.**—The Hammer Co., Hartford, Conn.

PARAMOUNT FABRICATING CO., 1644 W. Lafayette, Detroit 16. Body hardware, hinges, electronic shiftometers, gas conversion burners. John C. Griffin, pres. and gen. mgr.; A. Boddie, vice-pres.; E. Frye, secy.; G. Griffin, treas.; James Unger, wks. mgr.; Howard M. Davidson, sales mgr.

PARISH & BINGHAM DIV., Midland Steel Products Co., Madison ave. and W. 106 st., Cleveland, O. Automotive chassis frames; axle housings and axle tubes; automotive stampings, heavy and light; miscellaneous stampings, heavy and light. W. A. McKinley, pres.; W. A. McKinley, exec. vice-pres.; D. S. Greer, vice-pres., treas.; L. J. Fralick, vice-pres. sales.; J. W. Reavis, secy.; E. Almdale, vice-pres. in chge. of prod.; A. E. Kerckhoff, pur. agt.; Ralph Newby, sales mgr.; J. Haeni, traf. mgr.; C. W. McCoy jr., pub. rel. mgr.; C. W. McCoy jr., Ind. rel. mgr. **Det. Rep.**—W. A. McKinley, 6660 Mt. Elliott ave., Detroit 11, Mich. **Adv. Agcy.**—Sweeney & James Co., Cleveland, O. T. M. Gregory, acct. exec.

PARISH PRESSED STEEL CO., Reading, Reading, Pa. Passenger car frames, farm machinery stampings, truck side rails and frames, heavy and light misc. stampings, railroad car stampings, light and heavy welded assemblies. H. S. Lewis, pres.; H. B. Bartlett, exec. vice-pres.; L. A. Mercer, asst. secy.; O. G. Carner, asst. treas.; S. L. Whitehall, vice-pres. in chge. of sales; M. L. Fox, vice-pres. in chge. of engrg.; J. B. Marquette, vice-pres. in chge. of pur. **Adv. Agcy.**—Beaumont, Heller & Sperling, Inc., Reading, Pa.

PARK CHEMICAL CO., 8074 Military ave., Detroit 4, Mich. Automotive chemicals and polishing products. F. L. Woodside, pres. and gen. mgr.; A. A. Wadson, vice-pres.; H. D. Kitchen, secy.-treas., pur. agt.; L. M. Harris, sales mgr. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich. Marvin Hahn, acct. exec.

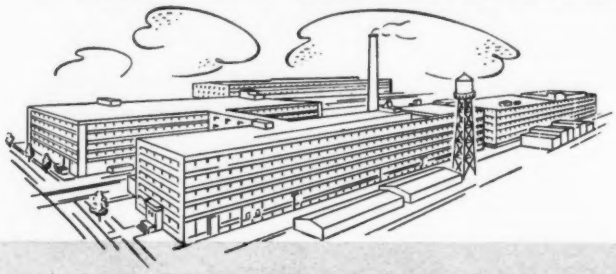
PARKER-KALON CORP., 200 Varick, New York 14, N. Y. Self-tapping screws, socket screws, screwnails, masonry nails, wing nuts, metal punches, damper regulators, quandrants, file and solder iron handles. Louis Goldburg, pres.; Martin Slifka, gen. mgr. and secy.; Hyman Goldberg, treas.; Harold Rosenberg, wks. mgr.; S. S. Kahn, sales mgr.; Harold Eifenbein, adv. mgr.; C. J. Geis, sales prom. mgr.; Louis Lovisek, cf. engr.; W. F. Morrison, pur. agt.; I. Kroll, traf. mgr.; P. J. Hagan, pub. rel. mgr. **Det. Rep.**—Gordon Mitchell, 1614 Kales bldg. **Adv. Agcy.**—Horton-Noyes Co., Providence 3, R. I. H. W. Gerlach, acct. exec.

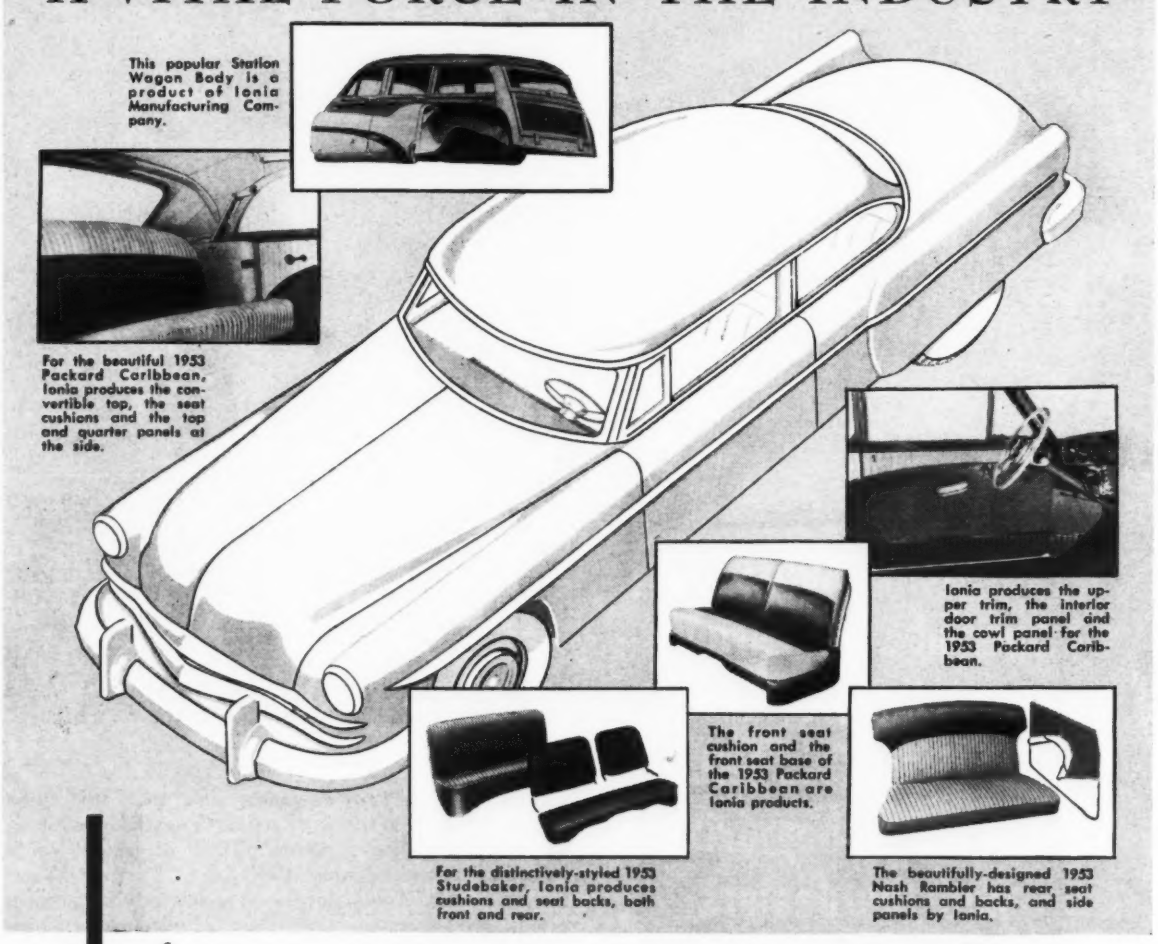
PARKER PRODUCTS, INC., 1207 Harmon pl., Minneapolis 3, Minn. Tailored and universal seat covers, directional signals for all makes of cars and trucks, bug screens, scuff pads, etc. K. C. Glaser, pres. and treas.; Rudy Luther, vice-pres; Lee Short, secy.; V. O. Abramson, gen. sales, adv.; James Benson, cf. engr., pur. agt.; T. H. Parker, prod. mgr., pur. agt.; Floyd Lossing, wks. mgr. Exporter Sanmar Tool & Equipment, 110 Washington st., New York, N. Y. **Adv. Agcy.**—Baxter, Minneapolis, Minn.

PARKER RUST PROOF CO., 2174 E. Milwaukee ave., Detroit 11, Mich. Metal rust proofing processes. W. M. Cornelius, chmn. of bd.; R. W. Englehart, pres.; G. E. Luke, vice-pres., treas.; F. J. DeWitt, vice-pres.; M. V. Wallace, secy.; J. F. Rankin, compt.; M. B. Rossa, vice-pres. sales; R. H. Gordon, cf. engr.; Dr. R. C. Gibson, research dir.; E. W. Richards, serv. mgr.; R. I. Peterson, asst. serv. mgr.; W. R. Cavanagh, mgr. development section; J. A. Bovlan, mgr. tech. serv. section; R. E. LaVigne, traf. mgr. **Adv. Agcy.**—Fred M. Ran-

(Continued on Page 211)

A Vital Force in the Community...





IONIA MANUFACTURING COMPANY, over a long period of years, has developed its own fertile and ever-present market of skilled and semi-skilled labor. The diversity of its operation has given this labor market economic security. Because Ionia Manufacturing Company, year after year, has provided stable employment with no "off-seasons", it has become a vital force in its community.

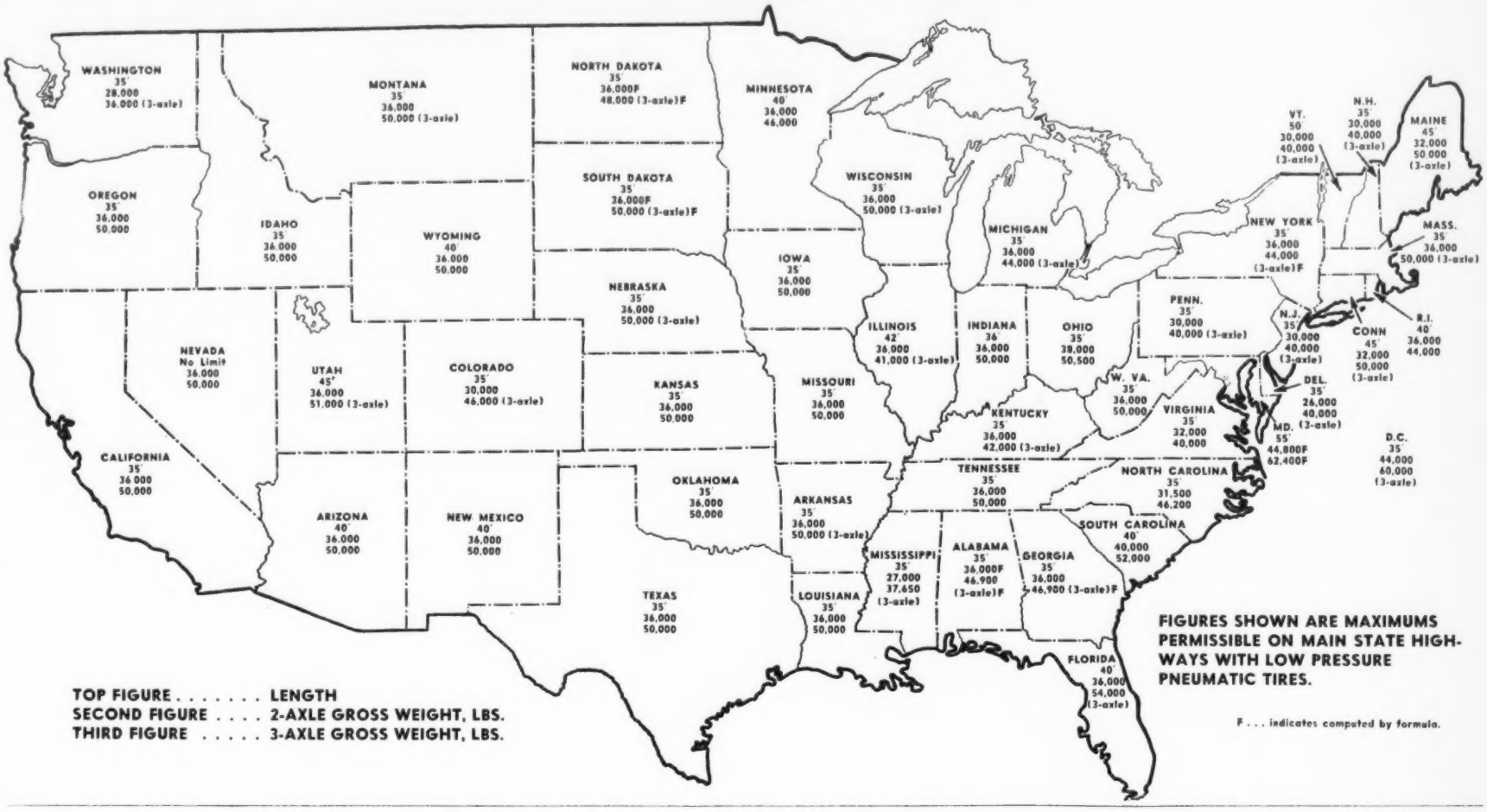
Ionia's strategic location in the very heart of the great midwestern industrial empire, yet isolated from the congestion of any major metropolis, gives it yet another advantage and has made it increasingly important to automotive manufacturers in Detroit, Pontiac, Flint, Toledo, Cleveland, Chicago and other centers of the industry.

Today, Ionia Manufacturing Company is producing station wagon bodies and interior trim for major automobile manufacturers. Research departments in all its divisions are continually probing . . . in metals, woods, plastics, fabrics and finishes . . . in engineering and production techniques . . . in planning and designing . . . looking always to the improvement of present products and the development of new products. Ionia is at *your* service, too.

Ionia **MFG. CO. IONIA, MICHIGAN**

A Division of The Mitchell-Bentley Corporation

State Single-Unit Length and Gross Weight Laws



Who's Who in the Automotive Industry

(Continued from Page 210)

dall Co., Detroit, Mich. H. Ross Mack, acct. exec.

PATHFINDER COACH DIV., Kosciusko, Miss. School and passenger coaches. Y. R. Schively, gen. mgr.; D. A. Shields, asst. gen. mgr.; J. R. Bidwell, sales mgr.; W. J. Miller, pur. agt.; T. O. Krogh, cf. engr.

PATTERSON, WM. N., 518 Maccabees bldg., Detroit 2, Mich. Vibro-pneumatic cleaner. Wm. N. Patterson, owner.

PECKAT, CHARLES MFG. CO., 110 Madison st., Maywood, Ill. Automobile windshield visors. Wm. A. Mueller, pres.; Walter A. Peckat, vice-pres.; Mrs. Emma Peckat, secy., treas.; George Van Veen, sales mgr.; John H. Sampson, Inc. **Adv. Agcy.**—221 N. LaSalle st., Chicago 1, Ill.

PEERLESS NOVELTY CO., 105 Fulton, Grand Haven, Mich. Sun visor hardware, ash receptacle, miscellaneous stampings, finished and unfinished. Warren H. Stansberry jr., pres. and gen. mgr.; Arthur C. Kieft, vice-pres.; George W. Pardee, sales mgr. **Det. Rep.**—Fred Conley, 510 Stephenson bldg.

PENFIELD MFG. CO., INC., 19 High School ave., Meriden, Conn. Water demineralizers, ion exchange equipment, water treatment equipment, tanks, filters. Anthony C. Gigliotti, pres., cf. engr.; Edward H. Clohessy, secy., gen. mgr., pur. agt. **Adv. Agcy.**—F. P. Walther jr. & Associates, Boston, Mass.

PENFIELD PETROLEUM PRODUCTS, INC., 136-30 38th ave., Flushing 54, N. Y. Motor oils and cleaner. Dave Salzberg, pres.; Monroe Greenberg, secy.-treas.

PENNSYLVANIA GRADE CRUDE OIL ASSOC., P. O. Box 96, Oil City, Pa. Research advertising and licensing agency for producers, refiners and marketers Pennsylvania crude oil and its products. C. E. Streeter, 69 Main st., Bradford, Pa., pres.; G. J. Hanks, 54 Boylston st., Bradford, Pa.; C. A. Chipman, Bolivar, N. Y., vice-presidents; F. B. Dow, 930 Munsey bldg., Washington, D. C., vice-pres., gen. counsel; Samuel Messer, Quaker State Oil Ref. Corp., Oil City, Pa., treas.; W. C. Wenzel, P. O. Box 96, Oil City, Pa., exec. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. Harry Guest, acct. exec.

PENNSYLVANIA REFINING CO. (Gumout Div.), 2686 Lisbon rd., Cleveland 4, O. Carburetor cleaner, motor oils, greases, gear lubricants, anti-freeze. Paul R. Beck, pres.; Dale T. Glenn, vice-pres.; Carl E. Bailey, plant supt.; J. H. Hughey, marketing mgr.; Robert W. Lackner, sales mgr.; Grafton Fenker, dir. of research; John H. McClung, pur. agt.; Carl A. Weinsz, traf. mgr. **Det. Rep.**—C. W. Roy and E. A. O'Connor, 6432 Cass ave. **Adv. Agcy.** — Aitkin-Kynett Co., Philadelphia, Pa. H. B. Montgomery, acct. exec.

PENNSYLVANIA RUBBER CO., Mansfield, O. Tires, tubes, batteries, Schrader goods, camelback and repair materials. E. V. Duffy, gen. sales mgr.; A. P. Weightman, sales operation mgr.; D. E. Kirkpatrick, adv. sales prom. mgr.; C. F. White, repair materials and acc. mgr.; N. W. Graham, mgr. Stock Regulation and Prod. Control; H. B. Carpenter, mgr. Gov't and Manufacturers Sales; N. R. Willis, mgr. Export Div. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. J. L. Bourke, acct. exec.

PENNZOIL CO., Oil City, Pa. Motor oil, lubricants and gasoline. W. S. Zehrung, pres., gen. mgr.; F. W. Alcorn, vice-pres., secy.; D. W. Grant, vice-pres.; H. W. Loveland, treas.; R. W. Grunert, contr.; W. J. Dempsey, asst. treas.; H. H. Howe, asst. treas., cf. acct.; M. L. Meddock, gen. aud., asst. contr.; J. M. Hinman, research and development mgr.; A. W. Clinger, sales mgr. (wholesale); E. G. Ballard, sales mgr. (lub. div.); J. G. Miller, sales mgr. (gasoline div.); D. E. Carrier, traf. mgr.; R. M. Henry, pur. agt.; R. T. Benton, credit mgr.; F. H. Gates, atty.; D. G. Proudfoot, mgr. ind. sales; E. E. Johnson, adv. mgr.; L. E. Ferringer, asst. adv. mgr.; A. V. Hoffman, gen. supt. refineries; H. A. Fennick, asst. refinery supt.; F. W. Officer, asst. supt. **Det. Rep.**—A. B. Capps, div. mgr., 1865 National Bank bldg. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. E. F. Johnson, acct. exec.

PERFECT CIRCLE CORP., 552 S. Washington, Hagerstown, Ind. Piston rings, piston expanders, plastigage, bearing adjusters, piston nurlizers, manulathes, cylinder sleeve castings. Ralph R. Teetor, pres.; Don H. Teetor, vice-pres. sales; Daniel C. Teetor, vice-pres. mfg.; Wm. B. Prosser, vice-pres., gen. mgr.; Geo. Rea, secy.-treas.; R. M. Thomas, mfg. sales mgr.; J. C. Hamilton, replacement sales mgr.; Herman Teetor, adv. mgr.; John Senn, asst.; W. B. Hartley, gen. pur. agt.; Leland Davis, traf. mgr. **Det. Rep.**—R. P. Austin, Robert E. Gleason, Robert Swearingen, W. P. Wallace, 10438 McNichols rd. W., Detroit 21, Mich. **Adv. Agcy.**—Henry, Hurst & McDonald, Inc., Chicago, Ill. E. F. Hascall, acct. exec.

PERFECT EQUIPMENT CORP., 804 W. Morgan st., Kokomo, Ind. Wheel balance weights for cars and trucks. Hilda S. Buck, pres.; Mabel L. Smissen, vice-pres.; Wm. P. Smissen, secy., treas., gen. mgr. and sales mgr.; M. H. Hughes, cf. engr. **Det. Rep.**—W. A. Bottle, 14343 Forrer ave. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill. Paul Limerick, acct. exec.

PERFECTION AUTOMOTIVE PRODUCTS CORP., 925-33 W. Elizabeth, Detroit 1, Mich. Speedometer cables and assemblies, spotlights, foglights, driving lights, muffler clamps and tail pipe brackets, hood and body accessories, choke and hood controls. S. Jos. Wallach, pres.; W. W. Wallach, vice-pres.; M. K. Wallach, secy.-treas. Alfred Botti, wks. mgr.; Jerome M. Ash, sales mgr.; Harry Osterhaudt, pur. agt.; A. Spader, traffic mgr. **Det. Rep.**—Jerome M. Ash, 925 W. Elizabeth. **Adv. Agcy.**—Davis-Daniels, Detroit, Mich. H. Goldberg, acct. exec.

PERFECTION GEAR CO., 152nd & Vincennes, Harvey, Ill. Gears, shafts, transmissions, differentials, transfer case, D. H. Daskal, pres., gen. mgr.; S. R. Wolff, vice-pres., sales mgr.; G. H. Daskal, secy., cf. engr.; D. Davis, treas.; Joe Garfien, wks. mgr.; R. M. Wolff, asst. sales; E. Ellison, pur. agt. **Det. Rep.**—Leo Styles, 2340 Book Tower. **Adv. Agcy.**—Arthur Mogge, Inc., 333 N. Michigan ave., Chicago, Ill.

PERFECTION STEEL BODY CO., South East st., Galion, O. Hydraulic hoists, power takeoffs, platform stake bodies, hydraulic pumps. Ralph Cobey, pres.; Herbert T. Cobey, vice-pres.; H. Cobey, gen. mgr.; H. Earnshaw, wks. mgr.; Martin Kruger, sales mgr.; Wm. Wagner, cf. engr.; Carl A. Glass, pur. agt.; M. C. Weber, traf. mgr.; Ralph Workman, personnel and pub. rel. **Det. Rep.**—L. H. Cleland, 16955 LaSalle blvd. **Adv. Agcy.**—Morgan Advertising Co., Mansfield, O.

PERFEX CORP., 500 W. Oklahoma ave., Milwaukee 7, Wis. Industrial engine radiators, oil and torque converter coolers. C. E. Lewis, pres.; V. R. Tate, exec. vice-pres. and secy.; I. G. Bohrman, vice-pres. and mgr. of radiator div.; H. J. Schroeder, treas.; H. Russell Wilson, sales mgr. (radiator div.); Robert Engbring, adv. mgr., sales prom. mgr.; Ernest Panthofer, cf. engr. (radiator div.); Walter Quade, pur. agt.; John Stenger, asst. pur. agt. **Adv. Agcy.**—Erv. Abramson Adv. Erv. Abramson, acct. exec.

PERMAFUSE CORP., 12 Commercial ave., Garden City, N. Y. Bonding agents and equipment: Bonding tape and fluid, ovens, clamping devices and test equipment. S. G. Tilden, pres., treas., gen. mgr., adv. mgr.; F. R. Tilden, vice-pres., secy.; Frederick R. Tilden, sales mgr.; Frederic G. Fegley, serv. mgr.; S. G. Tilden jr., cf. engr.; James Syverson, pur. agt. **Det. Rep.**—A. Rus. Wendell Co., 8-254 General Motors bldg., Detroit 2, Mich.

PERMATEX CO., INC., 1720 Avenue Y, Brooklyn 35, N. Y. Automotive chemical items. C. A. Benoit jr., pres.; H. J. Enders, vice-pres., sales mgr.; H. C. Fuchs, secy.; E. G. Heeren, treas.; W. C. Hean, wks. mgr.; B. R. Ratajack, adv. mgr.; B. T. Sheridan, cf. engr.; W. B. Corbett, pur. agt.; James Ryan, traf. mgr. **Det. Rep.**—J. Harry Brimmell, 131 S. Dorchester, Royal Oak, Mich. **Adv. Agcy.**—E. M. Freystadt Assoc., New York, N. Y.

PERMOLD CO., P. O. Box 70, Medina, O. Aluminum permanent mold castings and sand castings. E. G. Fahlman, pres., treas., gen. mgr.; L. E. DeGroat, vice-pres., sales and adv. mgr.; H. R. Doswell, secy. and wks. mgr.; S. W. Jackson, cf. engr.; A. Eble, pur. agt.; P. A. Lynch, traf. mgr. **Det. Rep.** — C. L. Lawrence, 929 Washington ave., Mishawaka, Ind. **Adv. Agcy.**—Lee Donnelley Co., Cleveland, O.

PERMUTIT CO., 330 W. 42nd st., New York 36, N. Y. Exhaust gas analyzer, water conditioning equipment and all types of ion exchangers. H. W. Foulds, pres.; D. J. Saunders, J. D. Yoder, G. N. Proctor and H. L. Beohner, vice-presidents; W. J. O'Prey, secy.; R. A. Ogden, treas.; H. H. Wilkinson, adv. mgr.; Eskel Nordell, sales prom. mgr. **Adv. Agcy.**—Cunningham & Walsh, New York, N. Y. William Bunn, acct. exec.

PERRINE QUALITY PRODUCTS, 55 Rumford ave., Waltham 54, Mass. Storage batteries. Lester Perrine, pres.; M. A. Goldsmith, vice-pres., gen. mgr.; H. C. Perrine, secy.-treas., pur. agt.; Gustave Dobrin, wks. mgr.; M. M. Yanow, sales mgr.; Earl Beadsley, traffic mgr.

PERRY CO., Subsidiary of R. M. Hollingshead Corp., Camden 2, N. J. Cooling system filter. M. M. Perry, pres., J. A. Vettel, sales mgr.; S. J. Willis, engr.; Russ Conley, adv. mgr. **Adv. Agcy.**—Campbell-Mithum, Chicago, Ill.

PESCO PRODUCTS DIV., Borg - Warner Corp., 24700 N. Miles rd., Bedford, O. Hydraulic pumps, valves, power package and motors, DC electric motors. R. J. Minshall, pres.; N. M. Forsythe, vice-pres.; R. O. Evans, secy.; L. W. Benjamin, treas.; G. E. Campbell, wks. mgr.; R. G. Holt, gen. sales mgr.; B. H. Pauly, aircraft sales mgr.; D. A. Sutherland, ind. sales mgr.; C. H. Hilborn, adv. mgr.; F. E. Caldwell, serv. mgr.; J. A. Lauck, vice-pres. and cf. engr.; J. A. Pittner, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland 15, O. K. L. Ede, acct. exec.

PETERS & RUSSELL, INC., 501 W. Liberty, Springfield 99, O. Automotive tire pumps, hand and foot operated; luggage carrier, pneumatic devices, exhaust deflectors, breezies, dash trays, horn rings, steering wheel spinners. L. E. Russell, pres., treas.; H. M. McIntire, asst. to pres., sales mgr., adv.; R. M. Holschue, asst. treas.

PETERSEN MFG. CO., INC., Dewitt, Neb. Wrenches, welding clamps, sheet metal tools. William Petersen, pres.; Chris Petersen, vice-pres. and cf. engr.; Harriet Fort, secy., treas.; Ralph Petersen, gen. mgr. and pur. agt.; Alfred Harms, sales mgr.; Richard Petersen, sales prom. mgr. **Adv. Agcy.**—Buchanan-Thomas Advertising Co., Omaha, Neb.

PETERSON WELDING LABORATORIES, INC., 1423 Virginia, Kansas City 6, Mo. Surface grinders, welding flux, P-B screw-in valve seats. D. R. Peterson, pres.; E. Tautfest, plant supt.; Mrs. T. Boeppler, traffic mgr. **Det. Rep.**—Ken Boomer, 4130 Towerline rd., Bridgeport, Mich. **Adv. Agcy.**—Selders-Jones-Covington, Inc., Kansas City, Mo.

PETROLEUM SOLVENTS CORP., 331 Madison ave., New York 17, N. Y. Siloo, Loosite. S. V. Hirschman, pres.; Joseph Staff, vice-pres.; Raymond N. Greif, adv. mgr., sales prom. mgr.; William O. Hebler, cf. engr.; Murray Schwartz, pur. agt.; John Minerva, traf. mgr. **Adv. Agcy.** — Picard Advertising Agency, New York, N. Y.

PHEOLL MFG. CO., 5700 Roosevelt rd., Chicago 50, Ill. Machine screws, sheet metal screws, cap, set, thumb, metallic drive and wood screws, threaded rods, bolts, nuts, rivets. S. V. Winquist, asst. vice-pres., sales; C. C. Curry, sales mgr.; N. L. Marvin, sales prom. mgr.; F. P. Tisch, cf. prod. engr.; A. A. Schmid, pur. agt. **Det. Rep.**—H. E. Goeppel, 626 Harper ave., Detroit 2, Mich. **Adv. Agcy.**—Cramer-Krasselt Co., Milwaukee, Wis.

PHILLIPS MFG. CO., 3475 W. Touhy ave., Chicago 45, Ill. Vapor degreasers, metal cleaning machinery. John M. Bash, pres.; L. R. Anderson, secy.-treas. **Adv. Agcy.**—Armstrong Adv., Chicago, Ill.

PHOENIX AUTO PRODUCTS CO., 630 N. 28th st., Milwaukee 8, Wis. Draft-Eeze wind deflectors, stop - glare headlight shields, Win-Shields for convertibles. A. Berlin, pres., gen. mgr.; Alan Shafrin, vice-pres.; Nanette Berlin, secy.-treas. **Det. Rep.**—W. A. Strouse, Sandusky, O. **Adv. Agcy.** — E. T. Milanowski Adv. Agency, Milwaukee, Wis.

PICK MFG. CO., 133 Oak st., West Bend, Wis. Brake shoes, emergency brake bands, oil filters and cartridges. Carl Pick, pres., treas.; Alan F. Pick, vice-pres.; Robert B. Pick, secy.; W. J. Dooley, sales mgr.

PIERCE GOVERNOR CO., INC., 1630 Ohio ave., Anderson, Ind. Engine governors, controllers, regulators, automatic chokes. C. K. McCullough, pres.; L. B. Hakes, vice-pres., sales; K. K. Krammes, asst. sales mgr., choke div.; J. A. Sellers, asst. sales mgr., aircraft accessory div.; Glen Mills, sales prom. mgr. **Det. Rep.**—C. F. Mills, 14817 Robson, Detroit 27, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

PILOT MFG. CO., South pl., Battle Creek, Mich. Towing units. M. Hayman, pres., gen. mgr., sales, adv. mgr., pur. agt.; B. Backinger, vice-pres.; G. Heyman, secy.-treas.; C. A. Klein, factory mgr.; G. Heyman, asst. sales mgr.

PIONEER CHEMICAL & MFG. CO., 9812 Meech ave., Cleveland 5, O. Phenolic plastic finish, plastic cloth, plastic metal, plastic cloth and metal kits, floor resurfacing units, roof coating, industrial maintenance materials. Frank S. Wright, gen. mgr.; M. E. Leicht, sales mgr. **Adv. Agcy.**—White Advertising Agency, Cleveland, O. Harm White, acct. exec.

PIONEERS, INC., 2411 Grove st., Oakland 12, Calif. Battery AD-X2. Jess M. Ritchie, pres.; W. M. Hager, vice-pres.; Valera Ritchie, secy.-treas.; Lew W. Bays, sales mgr.; A. S. Schlater, serv. mgr.; W. M. Hager, pur. agt. **Adv. Agcy.** — George C. McNutt, Oakland, Calif.

PITTSBURGH PLATE GLASS CO., Grant bldg., Pittsburgh 19, Pa. Safety glass, safety sheet glass. Multiple bullet-resisting glass. Herculite tempered glass, solex heat absorbing glass, all types of curved and flat glass. Automotive finishes, paints, varnishes, lacquers, motor driven industrial brushes and sundries. Harry B. Higgins, pres.; Richard B. Tucker, exec. vice-pres.; Frank W. Judson, E. D. Peck, W. R. Harper, vice-presidents; Robert W. Wardrop, asst. to vice-pres.; Howard B. Brown, secy.; W. V. Simmons, treas.; M. W. Marshall, sales mgr. (ind. glass); H. E. Post, sales mgr. (ind. finishes); W. L. Tomlinson, mgr. (auto glass sales); A. J. Roche, mgr., Detroit warehouse, 6045 Hamilton ave.; Guy Berghoff, pub. rel. adv. dir.; Michael Batenburg, adv. mgr. (paint); George B. Motheral, adv. mgr. (glass); M. E. Carlisle, pur. agt.; Richard Boyd, traffic mgr. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Pittsburgh, Pa. (glass); Maxon, Inc., Detroit (paint).

PITTSBURGH STEEL PRODUCTS CO., Grant bldg., Pittsburgh 19, Pa. Materials handling equipment and construction materials. Thomas C. Phillips, vice-pres., chge. sales; Robert L. Glose, gen. mgr. sales; Harry D. Stone, mgr. material handling sales. **Det. Rep.** — Fred L. Etchen, Michael J. Sonk jr., 324 Fisher bldg. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh, Pa. George Bond, acct. exec.

PITTSBURGH TUBE CO., 212 Wood st., Pittsburgh 22, Pa. Butt welded mechanical tubing for automotive and related parts. J. W. Freeman, pres.; W. K. Hahn, vice-pres., treas.; Harold K. Brooks, vice-pres., secy.; W. F. McNally, sales mgr.; R. W. B. Hannan, asst. sales mgr.; H. M. Feely, plant mgr., cf. engr.; H. E. Holby, pur. agt. **Det. Rep.** — Service Steel Co., 1435 Franklin st., Detroit 7, Mich. **Eastern Rep.**—John F. Byers & Co., 1835 65th ave., Philadelphia 26, Pa.

PLASTIKON DISPLAYS, 45 N. Division st., Buffalo 3, N. Y. Self-adhering plastic window, sign kits for windshields, showroom windows, signs, posters, cloth banners, pennants, scotchlite, dealer name plates. E. S. Strom, pres., gen

(Continued on Page 212)

Who's Who in Auto Industry

(Continued from Page 211)

mgr., sales mgr.; E. B. Strom, secy.-treas. **Adv. Agcy.** — Baldwin Bowers & Strachan, Inc., Buffalo 2, N. Y. Roy Runk, acct. exec.

PLYMOUTH DIV., Chrysler Corp., 6334 Lynch rd., Detroit 31, Mich. Passenger cars, amphibious airplane hulls, major airplane tail and wing assemblies, and other military equipment. J. P. Mansfield, pres.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; F. W. Misch, comptr.; F. L. DeCavitte, operating mgr.; M. N. Schaff, exec. asst. to the pres.; B. K. Steele, H. B. Heberling, asst. gen. sales mgrs.; K. G. Pound, dir. of distrb.; W. B. Rice, dir. of serv.; A. B. Dowd, mdse. mgr.; Robert Anderson, chief engr.; W. H. Allen, plant engr.; George H. Rumford jr., Evansville plant mgr.; D. A. Ringis, plant mgr., Chrysler Motors Calif., Los Angeles plant. **Adv. Agcy.**—N. W. Ayer & Sons, Philadelphia and Detroit. J. Widman Bertch (Detroit), acct. exec.

POL-FLO PAINT SPRAYER CORP., 1412 16th, Sacramento, Calif. Quart size paint cup, aluminum construction, electrically equipped for heating paint prior to application. John Polli, pres.; Ettore Guastalli, vice-pres.; James R. Sletten, secy.-treas., gen. mgr.; James C. Van Winkle, sales mgr.; Walter W. Wohlforth, dir. sales; Hunter Yowell, pur. agt. **Adv. Agcy.**—Clifford O. Boggess Advertising, Sacramento, Calif.

POLK & CO., R. L., 431 Howard st., Detroit 31, Mich. Direct mail, motor statistical and consumers research. R. L. Polk jr., pres. and gen. mgr.; William H. Beatty, gen. sales mgr.; James O'Meara, William Wahl, C. Norman Fry, Robert G. Silbar, H. H. Blohm, Frank E. Cox, Huntley Geddes, asst. sales mgrs.; C. H. Maxey, prod. mgr.; H. R. Schramm, pur. agt.; Robert G. Silbar, pub. rel. mgr.

POLLAK, JOSEPH, CORP., 75-99 Freeport st., Boston 22, Mass. Automotive switches, aircraft electrical controls. William L. Pollak, pres. and gen. mgr.; Joseph Pollak, chmn. bd. of dirs. and treas.; Henry L. Brandt, George M. Hemmer, vice-presidents; Mrs. Edith Shaw, secy.; Henry L. Brandt, mfrs. sales mgr. and pur. agt.; Martin B. Brandt, asst. mfrs. sales mgr.; George M. Hemmer, jobbers' sales mgr. and adv. mgr.; Oscar Hasselbaum, cf. engr.; Joseph F. Connolly, asst. pur. agt.; William Brown, traffic mgr.; David I. Shaw, pub. rel. mgr. **Det. Rep.** — H. Glenn Johnston & Assoc., 18933 James Couzens hwy. **Adv. Agcy.**—Richard Thorndike Ad. Agency, Providence, R. I. Philip Thomas, acct. exec.

PONTIAC MOTOR DIV., 196 Oakland, Pontiac 11, Mich. Automobiles. Robert M. Critchfield, gen. mgr.; Hilda M. Brand, secy.; H. A. Deeter, div. compt.; Buel E. Starr, gen. mfg. mgr.; E. R. Pettengill, adm. asst.; A. F. Johnson, mfg. mgr.; Charles O. Johnson, asst. to gen. mfg. mgr.; R. J. Longpro, prod. mgr.; Howard E. Crawford, sales mgr.; E. J. Chapman, Dan O'Madigan jr., asst. sales mgrs.; Ralph W. Leighton, asst. to gen. sales mgr.; B. B. Kimball, adv. mgr.; R. E. Markusen, asst. adv. mgr.; L. W. Walker, sales prom. mgr.; Chas. L. Copeland, asst. sales prom. mgr.; Hugh J. Hales, serv. mgr.; A. L. Drury, parts sales mgr; J. H. Otis, acct. mdse. mgr.; Geo. A. Delaney, cf. engr.; M. F. Rummel, pur. agt.; H. J. Peek (prod.), H. C. Jackson, (non-prod.), asst. pur. agts.; R. V. Wiley, bus. mgt. mgr.; J. Basil Meidlein, traffic mgr.; G. M. Watson, per. dir. **Adv. Agcy.** — MacManus, John & Adams, Inc., Bloomfield Hills, Mich. W. A. P. John, acct. exec.

PORTABLE ELECTRIC TOOLS, INC., 320 West 83rd st., Chicago 20, Ill. Drills, grinders, saws, paint sprayers. A. W. Miller jr., pres.; John L. Baker, vice-pres. and treas.; Maclean, secy.; Rue Williams, wks. mgr.; George W. Weatherby, sales mgr.; Robert Davis, cf. engr.; Bernard Giermack, pur. agt.; William Hay, parts and acc. mgr. and traffic mgr. **Det. Rep.** — James Aftel, 14236 Birwood ave., Detroit, Mich. **Adv. Agcy.** — Erwin Wasey, Chicago 20, Ill. Fred Wachter, acct. exec.

PORTE MFG. CO., INC., factory and office, 3179 Atlantic ave., Brooklyn 8, N. Y. Brake fluid, knee-action and shock absorber fluid, hydraulic jack oil, penetrant, universal joint boots for replacement, needle bearing kits. Raphael Porte, pres.; Joseph DeStephano, traffic mgr.

PORTER-CABLE MACHINE CO., 1714 N. Salina st., Syracuse 8, N. Y. Portable electric saws, shapers, sanders, drills, planes, bench grinders. D. J. Ridings, pres. and gen. mgr.; L. B. Benham, vice-pres.; W. A. Papworth, secy.; R. C. Tyo, treas.; John M. Hayes, wks. mgr.; J. A. Proven, sales mgr.; C. H. Barker jr., asst. sales; C. Frederick Wheeler, adv. and sales prom. mgr.; R. Ingraham, serv. mgr.; R. Ackley, A. N. Emmons, cf. engrs.; R. L. King, pur. agt. **Det. Rep.**—Neil Rowe, 17217 Wyoming, Detroit 21, Mich. **Adv. Agcy.**—Barlow Advertising Agcy., Syracuse, N. Y. Hugh Goodhart, acct. exec.

PORTER, INC., H. K., 74 Foley st., Somerville 43, Mass. Body and fender repair tools and equipment. James G. Geddes, pres.; T. P. Kaylor, plant supt.; Henry K. Porter, sales mgr., auto. div. **Adv. Agcy.** — Callaway Assoc., Boston, Mass. Morris Susman, acct. exec.

POWELL MUFFLER CO., INC., P. O. Box 117, Utica 2, N. Y. Mufflers, tailpipes, exhaust pipes. N. H. Sherman, pres.; Jos. P. Marx, vice-pres., wks. mgr.; David C. Silbert, secy.; J. M. Checkers, treas.; Ray Calhoun, gen. mgr.; N. A. Cary, sales mgr.; C. F. Roberts, cf. engr. **Det. Rep.**—Art Watson, 477 Seldon ave.

POWELL PRESSED STEEL CO., Hubbard, O. Material handling equipment, steel stampings, advertising specialties. W. J. Powell, pres. and gen. mgr.; E. J. Powell, vice-pres. and cf. engr.; W. S. Davis, treas.; H. L. Powell, secy.; A. G. Knowles, sales mgr.; R. C. Johnson, gen. supt.; J. L. Doyle, pers. dir.; A. E. Doyle, traffic mgr.

POWER-PAK PRODUCTS, INC., 43 Pearl st., Buffalo 2, N. Y. Tire inflator and fire extinguisher (for cars and trucks), pneumatic tire spreader. A. L. Mikulec, pres., gen. mgr.; Stanley Mikulec, vice-pres., secy.-treas.; W. M. Bernhardt, sales mgr.

POWER SALES CORP., 530 S. Green st., Chicago 7, Ill. Trailer hitches—for house trailers and utility units; Wax—automotive and house trailers; utility kits—to assist the motorist out of mud, snow, ice; rest trailer dolly for the night and change tires. I. E. Jackson, pres.; A. List, vice-pres.; C. Wydra, secy.-treas.

PRATT INDUSTRIES, INC., E. Main st., Frankfort, N. Y. Automotive mufflers and allied products. J. G. Sittig, exec. vice-pres.; W. C. Harter, pres. **Det. Rep.** — Harry V. Swanson, 7953 E. Oglesby ave., Chicago, Ill.

PREMIER AUTOWARE CO., 4415 Euclid ave., Cleveland 3, O. Manufacturer and distributor of automotive replacement parts. Jack N. Mandel, chmn. of the bd. of dir.; Joseph C. Mandel, pres.; Paul F. Minarik, vice-pres.; J. W. Lerner, vice-pres.; Morton L. Mandel, secy.-treas.; Frank Balanis, personnel mgr.; Martin Barrett, plant supt.; Julian Kolby, sales prom. mgr.; C. Ronald Graham, asst. sales prom. mgr.; Raymond J. McGorray, sales personnel mgr.; Oswald Schindler, export mgr.; Ernest P. Spaeth, pur. agt.; Frank Floyd, James Frye, Harold Russell, regional sales mgrs. **Adv. Agcy.** — Wyse Advertising, Cleveland, O. Marc Wyse, acct. exec.

PRES-A-LITE CORP., 432 Fourth ave., New York 16, N. Y. Pres-A-Lite automatic cigaret lighter and dispenser. S. A. Halpern, pres., sales mgr., adv. mgr. **Adv. Agcy.** — William H. Weintraub & Co., New York 22, N. Y.

PRESSED METALS OF AMERICA, INC., P. O. Box 449, Port Huron, Mich. Independent wheel suspension parts for automobiles. J. W. Leighton, pres.; J. D. Leighton, vice-pres.; W. P. Carson, secy.-treas.; Wm. Wade, wks. mgr.

PREST-O-LITE BATTERY CO., INC., P. O. Box 931, Toledo 1, O. Storage batteries for passenger cars, trucks, tractors, buses, diesel and marine. D. H. Kelly, chmn. of bd. of dir.; J. A. Minch, pres.; J. B. Fenner, vice-pres.; I. O. Goodnight, treas.; F. J. Kennedy, secy.; A. A. Feldman, sales mgr.; L. H. Middleton, cf. engr.; J. H. Lambrix, pur. agt. **Adv. Agcy.** — Ruthrauff & Ryan, Inc., Detroit, Mich. Gordon Miller, acct. exec.

PRICE BATTERY CORP., Hamburg, Pa., Atlanta, Ga. Batteries. W. F. Price, pres.; S. Dershwin, vice-pres. and treas.; T. A. Larkin, vice-pres., secy.; W. F. Price jr., vice-pres.; A. R. Owen, plant mgr., gen. mgr.; H. J. Noznesky, vice-pres. in chge. of sales; D. S. Shipley, trade sales mgr.; W. A. Pavlo, cf. engr.; R. E. Hoeltzel, pur. agt.; Ralph Mengel, traffic mgr.; Gasper Sachetta, pub. rel. mgr. **Adv. Agcy.**—Stewart Jordan Co., Philadelphia, Pa.

PRIOR PRODUCTS, INC., 4828 Racell st., Dallas, Tex.; 2510 Atco ave., Middletown, O. Prior safety tanks, Loadster helper springs, ranger farm and industrial wagons. Henry A. Yeats, pres.; M. C. Brown, sales mgr.; Sam I. Vaughan, secy.; John W. Moore, treas.; Glenn L. Scherer, plant mgr. (Dallas); Art Doyle, plant mgr. (Middletown). **Adv. Agcy.**—E. G. Shumard Advertising, Dallas, Tex.

PRODUCTION DIE & STAMPING CO., INC., 1834 Garfield, Detroit 7, Mich. Stainless capped carriage bolts (dealer parts for bumpers), small stampings, cold headed products, stainless steel fastenings, tools and dies. M. F. Batten, pres.; J. C. Howell, vice-pres.; R. Johnston, wks. mgr.

PROTO TOOLS, 2209 Santa Fe ave., Los Angeles 54, Calif. Mechanics' hand tools. M. B. Pendleton, pres.; H. C. Baumgartner, vice-pres., secy.-treas.; C. W. Coslow, vice-pres.; A. L. Hawley, wks. mgr.; L. M. Rich, vice-pres., sales mgr.; M. S. Bandoli, vice-pres., marketing and research; Clifford A. Faust, adv. mgr.; Richard Carey, asst.; Louis Greenfield, asst. sales mgr.; J. R. Dysert, pur. agt.; Henry Manker, traffic mgr. **Det. Rep.**—H. E. Kretchmer, 18954 James Couzens, Detroit 21, Mich. **Adv. Agcy.**—Willard G. Gregory & Co., Los Angeles, Calif. E. T. Johnson, acct. exec.

PRUDEN TOOL CO., INC., 310 W. 68th st., New York 23. Hood and fender aligners, rivets and tools, fender and seat mats, metal cutter, hammer kits. Leonard M. Taylor, pres., gen. mgr.; Herbert R. Abeles, vice-pres.; Richard R. Lewit, secy.-treas.; Arthur A. Mann, asst. sales; James Fryer, serv. mgr. **Det. Rep.** — Erry Lowenthal, 1046 Penobscot bldg. **Adv. Agcy.**—Jerico Graphic Arts, New York City. Jerome Davis, acct. exec.

PUBLICKER INDUSTRIES INC., 1429 Walnut st., Philadelphia, Pa. Industrial alcohol chemicals, solvents, thermo antifreeze. S. S. Neuman, pres.; W. J. Lehman, vice-pres.; C. P. Blinn, vice-pres.; L. J. Gunson, secy.-treas.; H. A. Bonyun jr., gen. sales mgr.; A. R. Beinstein, asst. gen. sales mgr.; Edward Brumberger, plant mgr.; George Berman, pur. agt.; B. A. Bergman, dir. pub. rel. **Adv. Agcy.**—Al Paul Lefton Co., Philadelphia, Pa.

PURE OIL CO., THE, 35 E. Wacker dr., Chicago 1, Ill. Automotive lubricants and fuels, motor oils, automatic transmission fluid, chassis grease, wheel bearing

(Continued on Page 213)

BEST HOIST DEAL

for 84" C/A farm trucks

Powerful National Hydra-Clutch pump, with built-in clutch, drives off fan belt . . . uses only 3 HP seconds at a time, when dumping load. No troublesome power take-off. No levers, bell cranks, or other gadgets to wear out.

This year especially, farm buyers will appreciate the *$70 to $90 saving in first cost* they get with the new National Lift Jumbo Twin Hoist. In addition, new self-contained steel subframe provides rugged strength, *saves an additional 15% in installation costs.* Add Jumbo's 50% saving in weight (for extra payload), plus famous GarWood quality, and you have the *"hottest deal" going for 84" C/A trucks.* Call your National Lift Distributor today, or write: National Lift Co., Subsidiary GarWood Industries, Inc., 36190 Main St., Wayne, Mich.

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. . . the new leader in hydraulic hoists for Pick-ups and 84" C/A farm trucks

How Dealers Fared in '52 On Expenses, Profits

EDITOR'S NOTE: *The following figures are taken from the latest issue of NADA's "Dealer Profit or Loss Facts" bulletin:*

Operating Profit Before Taxes, 1952

	Percentage of Total Sales: Year 1952	Up or Down From 1951
*VOLUME GROUP I		
GROSS PROFIT	16.5%	— 9.5%
Selling Expense	3.3%	— 2.8%
Operating Expense	9.8%	+ 2.5%
TOTAL EXPENSE	13.1%	+ 1.2%
OPERATING PROFIT	3.4%	— 3.5%
VOLUME GROUP II		
GROSS PROFIT	17.6%	— 8.0%
Selling Expense	4.2%	— 3.5%
Operating Expense	9.8%	+ 0.2%
TOTAL EXPENSE	14.0%	— 0.9%
OPERATING PROFIT	3.6%	—28.2%
VOLUME GROUP III		
GROSS PROFIT	18.2%	—12.6%
Selling Expense	4.5%	— 8.6%
Operating Expense	10.0%	+ 0.8%
TOTAL EXPENSE	14.5%	— 2.3%
OPERATING PROFIT	3.7%	—38.3%
VOLUME GROUP IV		
GROSS PROFIT	18.0%	—13.6%
Selling Expense	4.4%	— 8.1%
Operating Expense	9.3%	+ 0.7%
TOTAL EXPENSE	13.7%	— 2.3%
OPERATING PROFIT	4.3%	—36.9%
TOTAL—ALL GROUPS		
GROSS PROFIT	17.2%	— 9.9%
Selling Expense	3.8%	— 4.6%
Operating Expense	9.8%	+ 1.5%
TOTAL EXPENSE	13.6%	— 0.2%
OPERATING PROFIT	3.6%	—34.1%

*Volume Groups are based on 1952 deliveries of new cars and trucks as follows: Group I, 1 to 149; Group II, 150 to 399; Group III, 400 to 749; Group IV, 750 and over.

Used Vehicles

	Selling Price Per Unit: Year 1952	Ratio Used Unit Sales to New: Year 1952	Gross Profit Per Used Unit Sold: Year 1952
Volume Group I	$895	1.9	$21
Volume Group II	$940	1.6	$23
Volume Group III	$923	1.1	$15
Volume Group IV	$891	1.3	$33
Industry Average	$910	1.6	$22

	No. Days' Supply in Inventory 12-31-'52	Average Cost Per Used Unit In Inventory 12-31-'52	Pct. of Used Vehicles in Stock 30 Days or Longer
Volume Group I	37.2	$878	42.8%
Volume Group II	32.0	$969	45.3%
Volume Group III	23.4	$898	33.1%
Volume Group IV	26.0	$828	32.1%
Industry Average	33.1	$903	42.2%

Parts Sales

(Accessories Not Included)

	12 Months' Sales Per New Unit Sold: Average	Percentage of Gross Profit to Sales: Year 1951	Year 1952	*No. Months' Supply in Inventory 12-31-'52	Annual Turnover
Volume Group I	$458	28.3%	28.8%	6.1	2.0
Volume Group II	$364	29.3%	29.3%	5.2	2.3
Volume Group III	$320	27.7%	27.4%	4.2	2.9
Volume Group IV	$348	25.8%	25.8%	3.8	3.2
Industry Average	$399	28.2%	28.4%	5.4	2.2

*Divide the twelve months' **Total Cost of Sales** of Parts by 12 to find average month's cost of sales. Divide this figure into Dec. 31 dollar inventory to find the number of months' supply.

Customer Labor Sales

	12 Months' Sales Per New Unit Sold: Average	Percentage of Gross Profit to Sales: Year 1951	Year 1952
Volume Group I	$331	38.9%	38.3%
Volume Group II	$293	45.4%	44.6%
Volume Group III	$236	47.9%	48.0%
Volume Group IV	$223	48.6%	47.8%
Industry Average	$294	42.6%	42.0%

Total Service Sales

(Includes Labor, Parts, and All Other Service and Stockroom Sales, Except Accessories with New Vehicles)

	12 Months' Sales Per New Unit Sold: Average	Percentage of Gross Profit to Sales: Year 1951	Year 1952	*Service Absorption: Year 1951	Year 1952
Volume Group I	$1057	30.5%	30.9%	59.5%	62.1%
Volume Group II	$ 830	35.4%	34.5%	57.6%	59.3%
Volume Group III	$ 698	35.5%	35.1%	59.0%	60.7%
Volume Group IV	$ 713	34.5%	33.4%	62.1%	63.5%
Industry Average	$ 902	32.6%	32.5%	59.2%	61.3%

*The percentage of operating (or fixed and semi-fixed) expense covered by gross profit from all service and parts operations. To find operating expense subtract selling (or variable) expense from total expense.

Ratio, Departmental Sales to Total Sales

	New Cars and Trucks: Year 1952	Used Vehicles: Year 1952	Total Service and Parts: Year 1952	Miscellaneous Sales: Year 1952
Volume Group I	46.0%	32.0%	19.8%	2.2%
Volume Group II	50.5%	30.5%	16.9%	2.1%
Volume Group III	56.8%	24.7%	17.4%	1.1%
Volume Group IV	53.3%	27.7%	17.6%	1.4%
Industry Average	49.3%	30.2%	18.6%	1.9%

Who's Who in Auto Industry

(Continued from Page 212)

and universal joint grease, water pump grease, gear lubricant. L. S. Wescoat, pres.; R. L. Milligan, exec. vice-pres.; L. W. Sweet, vice-pres. retail mktg.; C. H. Jay, secy.-treas.; Hale Talbot, adv. mgr.; W. P. Marquam, sales prom. mgr.; G. L. Parsons, pur. agt.; Douglas Campbell, pub. rel. mgr. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill.

PURITAN CO., INC., 961 Lyell ave., Rochester 6, N. Y. Brake fluid, flushing fluid, shock, jack and knee-action oil, seals. A. Beach, pres., treas.; J. F. Bush jr., vice-pres., gen. mgr.; Chas. S. Wilcox, secy.; W. B. Daly, wks. mgr., pur. agt.; J. E. Moore, automotive sales mgr.; W. L. Klieber, cf. engr.; S. Allianell, traffic mgr. **Adv. Agcy.**—Chas. Rumrill Assoc., Rochester, N. Y.

PUROLATOR PRODUCTS, INC., 970 New Brunswick ave., Rahway, N. J. Filters, lubricating oil, fuel oil, air, etc. Ralph R. Layte, pres.; James D. Abeles, exec. vice-pres.; Carlos D. Kelly, vice-pres., chge. sales; James B. Lightburn, asst. to vice-pres., chge. of sales; Melville D. Johnson, vice-pres., chge. mfg.; Jules P. Kovacs, vice-pres., chge. engrg.; H. J. Markert, vice-pres. and compt.; W. M. Kane, asst. secy.; Herbert W. Thogode, treas.; Howard J. Hopkins, sales mgr. (jobber); Martin J. Stoltz, sales mgr. (equipment); William K. Abeles, sales mgr. (national accts.); Karl H. Mayers, adv. mgr.; Arthur G. Pogmore, serv. mgr.; J. Gaffney, pur. agt.; Joseph Marino, traffic mgr. **Det. Rep.**—Neil C. Vosler, 10424 W. McNichols rd., Detroit, Mich. **Chicago Rep.**—Andrew Raffay jr., Palmolive bldg., 919 N. Michigan ave., Chicago, Ill. **Los Angeles Rep.**—Carl B. Schnippel and J. Leslie Hall, Studio 3, 3723 Wilshire bldv., Los Angeles, Calif. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave. William N. McKamy, acct. exec.

PYRENE MFG. CO., 560 Belmont ave., Newark 8, N. J. Fire extinguishers, fire extinguishers recharges. Solomon R. Baker, pres.; Geo. H. Boucher, J. Edward FitzSimons, Luis E. Eckelmann, vice-presidents; B. S. MacCabe, secy.-asst. treas.; George F. Crosby, wks. mgr.; Nelson Bauer, asst. gen. sales mgr.; Truman Young, adv., sales prom. mgr.; Arthur F. Ratzer, mgr. (foam engrg. dept.); James Faulkner, cf. engr. (foam engrg. dept.); Edward Kielezewski, mfg. engr.; Harry L. Friedauf, pur. agt.; Robert Drummond, traffic mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia 7, Pa.

Q

QUAKER STATE OIL REFINING CORP., Quaker State bldg., Oil City, Pa. Motor oil, lubricants, marine engine oils. H. J. Crawford, chmn. of bd.; S. Messer, vice chmn. of bd.; W. R. Reitz, pres.; G. B. Hunter, vice-pres.; C. G. Johnson, treas.; F. O. Koontz, gen. sales mgr.; J. E. Lyon, asst. sales mgr.; H. S. Morris, adv. mgr.; A. S. Blank, asst. adv. mgr.; L. R. Forker, pur. agt.; E. E. Brumberg, traffic mgr. **Det. Rep.**—T. R. Cash, P. O. Box 13, Ann Arbor, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York City, N. Y. Donald Maggini, acct. exec.

QUALITY AWNING CO., 12233 Linwood, Detroit 6, Mich. Canvas products, awnings. Sam Fenton, pres.; William Sak, secy.; Chas. Moran, gen. mgr.; Jack Warner, sales mgr.

QUICK CHARGE, INC., 1750 N. E. 10th st., Oklahoma City 4, Okla. Battery chargers, steam cleaners, steam cleaning compound and acces. hot water heaters, oil changers. A. C. Fletcher, pres.; C. F. Fletcher, vice-jres.; S. A. Peters, sales mgr.

R

R V JACK CORP., P. O. Box 205, Arcade, N. Y. Wheeled hydraulic garage jacks, hydraulic post jacks, auto trestles. F. A. Graham, pres. and treas.; R. H. Wixson, vice-pres.; F. A. Graham jr., secy. and pur. agt.

RADEL LEATHER MFG. CO., 445 Wilson ave., Newark 5, N. J. Genuine upholstery leather. Frank J. Radel, pres.; Dale J. McKnight, sales mgr. **Det. Rep.**—Gehringer & Forsyth, 16151 James Couzens hgwy, Detroit 21, Mich. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave., New York 17, N. Y.

RADIATOR SPECIALTY CO., 1700 Dowd rd., Charlotte 1, N. C. Cooling system maintenance and repair products, gasket sealing compounds, oil and gasoline additives, rubber parts and special byproducts. Solder Seal Line of chemical and rubber specialty products. I. D. Blumenthal, pres.; Herman Blumenthal, vice-pres., treas.; V. P. Bresan, sls. mgr.; G. Einhart, adv., mgr.; Irving Richek, pur. agt.; Wm. F. Hutchison, asst. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C.

RAK MAKERS, THE, Union st., New London, Mass. Display racks for automotive sales literature. Henry B. Goodman, gen. mgr.

RAMSEY CORPORATION, 3693 Forest Park blvd., St. Louis 8, Mo. Piston rings, piston stablizers, oil and grease seals, Spirolox Rings, industrial rings. J. H. Coolidge, pres.; J. A. Ramsey, vice-pres.; J. E. Adams, vice-pres. and gen. mgr.; O. C. Holaday, vice-pres. gen. sales mgr.; W. H. Chamberlain, secy.; T. M. Sherman, treas.; R. J. Brockmeier, compt.; E. F. Allgaier, wks. mgr.; John Burroughs, indus. sales mgr.; E. E. Roberts, domes. field sales mgr.; J. A. Miller, domes. field sales, asst. to mgr.; H. E. Liss, export sales mgr.; W. A. Williams, pvt. brands mgr.; W. G. Myers, pur. agt.; S. G. Pike, adv. mgr.; M. W. Marien, vice-pres. of engr.; Detroit Area Mgr.—Gordon Lee, Edington Bldg., 18954 James Couzens hgwy, Detroit 35, Mich. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

RANCO, INC., 601 W. Fifth ave., Columbus 1, O. Automobile heater, control valves. E. C. Raney, chmn.; A. M. Hoover, pres.; W. R. Opp, vice-pres.; R. B. Eddy, treas.; E. D. Raney, secy.; G. E. Graff, sls. mgr.; W. H. Stanley, asst. sls. mgr.; Fred Greenwalt, cf. engr.; H. Y. Levin, pur. agt.; L. Levengood, pub. rel. mgr. **Det. Rep.** — J. S. Beechler, 3-146 General Motors bldg. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Koehler, acct. exec.

RANDALL CO., 5000 Spring Grove ave., Cincinnati 32, O. Automobile body specialties. Maxwell C. Weaver, pres., gen. mgr.; A. O. Engelhardt, vice-pres.; Wm. B. Behrens, secy.- treas.; R. E. Sharpe, wks. mgr.; J. L. Troy, pur. agt. **Det. Sales Mgrs.**—F. D. Leonard, F. L. Seeley, Hugh A. Shillady, 814 New Center bldg., Detroit 2, Mich.

RANKIN MFG. CO., First and Iowa sts., Cedar Falls, Ia. Automobile seat covers. R. V. Rankin, pres. and gen. mgr.; Lee J. Oberle, vice-pres.; W. E. Kyle, vice-pres.; D. C. Whitmore, credit and office mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

RAYBESTOS DIV., of Raybestos-Manhattan, Inc., 75 E. Main st., Straford, Conn. Brake lining, clutch facings, fan belts, radiator hose, car mats, packings. J. F. D. Rohrbach, pres.; W. S. Simpson, gen. mgr.; J. L. McGovern jr., replacement sales mgr.; J. W. Brush jr., asst. sales mgr.; D. E. Cunningham, adv. mgr.; A. K. Litchfield, cf. engr.; J. E. Reagan, pur. agt.; L. Lorenzo, traffic mgr. **Det. Rep.** — Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit, Mich. **Adv. Agcy.** —Gray & Rogers, Philadelphia, Pa. Sherman Landers, acct. exec.

RAYBESTOS-MANHATTAN, INC., 61 Willett st., Passaic, N. J. Brake linings, brake blocks, clutch facings; friction material for automatic transmissions; V-belts; radiator, hydraulic, air and booster brake, and windshield wiper hose for automobiles, trucks, buses, airplanes, farm tractors and implements, earth-moving and industrial equipment; hydraulic brake parts, belting, hose, molded goods and specialized industrial rubber goods; rubber covered equipment; abrasive grinding and diamond wheels; asbestos, rubber, metallic, flax and plastic packings, asbestos textiles, powdered metal products. S. Simpson, chmn. of bd.; J. F. D. Rohrbach, pres.; H. E. Smith, vice-pres., Rubber Products Sales; J. H. Merrell, vice-pres., Western Sales Div.; W. S. Simpson, secy.; G. R. Weber, treas.; G. W. Marshall jr., Gen. Sales Mgr., asbestos products; J. E. Cole, Sales Mgr., equipment sales; F. A. Miller, dir. mktg. and mdse. **Det. Rep.**—Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. S. G. Landers, acct. exec.

RAYFLEX FABRICS, INC., 20 W. 37th st., New York 18. Elastic seat cover fabrics, W. E. Ross, pres.; L. A. Schneider, vice-pres., sales mgr. **Adv. Agcy.**—Ferro-Davis, New York, N. Y., Dave Ferro, acct. exec.

RAYMOND MFG. CO., DIV., Associated Spring Corp., 226 S. Center st., Corry, Pa. Coil springs, metal stampings, wire forms, expansion plugs, valve locks and springs, clutch and brake springs, miscellaneous replacement springs, small screw machine products. Fuller F. Barnes, pres.; Harry C. Barnes, vice-pres.; S. Russell Mink, secy.; Alden C. Purrington, treas.; E. W. Feldt, gen. mgr.; H. H. Heerlein, wks. mgr.; L. Stowe, sales mgr., mdse. div.; R. L. Reed, asst. sales mgr., mdse. div.; E. G. Crapser jr., adv. mgr., mdse. div.; L. Stowe, serv. mgr, mdse. div.; L. Chase, chief engr.; C. H. Holden, pur. agt.; L. Danner, asst. pur. agt. **Adv. Agcy.**—The Davis Press, Inc., Worcester 8, Mass.

READING BATTERIES, INC., P. O. Box 916, Reading, Pa. Storage batteries. J. Turner Moore jr., pres., gen. mgr.; Harrison A. Peck, vice-pres., dir. of sales; George B. Gaul, secy.-treas.; Carl G. Reetz, dir. of engrg., prod.; Harry Hutz, research and development; C. A. Degucz, aircraft sales engr.; Francis J. Spatz, adv. and prom. mgr.; LeRoy F. Groff, dir. procurement. **Adv. Agcy.**—The William B. Kamp Co., Lancaster, Pa. William B. Kamp, acct. exec.

RECTOR INTERNATIONAL CORP., 16 E. 43rd st., New York 17, N. Y. Genuine automobile parts and acces., replacement parts and acces., tires, batteries, brake fluid. Hugo H. Stern, pres.; Harold P. Stern, vice-pres.; Alfons Levin, exp. mgr.

REDMOND CO., INC., Owosso, Mich. Motors, electric windshield wipers, dynamotors, inverters, blowers, speed controllers, Frank C. Campbell, pres.; James G. Kennedy, exec. vice-pres.; W. Walter Young, compt.-treas., secy.; James W. Tweedy, vice-pres., chge. induction motor sales; Glenn Baumhardt, vice-pres., chge. engrg.; Wilfred R. Fox, vice-pres., chge. mkt. research, adv.; Ned Sebring, pur. agt. dir.; Andrew Wylie, chief engr.; Pete Pichiotine, traffic mgr. **Adv. Agcy.** —Marvin Hahn Adv., Detroit 2, Mich.

REED AND CO., INC., 1244-8 N. 6th st., Milwaukee 12, Wis. Rebuilding of shock absorbers and brake cylinders. S. B. Reed, pres., gen. mgr.; M. E. Horton, vice-pres.; M. P. Reed, secy.

REED-PRENTICE CORP., 677 Cambridge st., Worcester 4, Mass. Plastic injection molding machines, die casting machines, engine lathes, toolroom lathes, vertical production lathes, vertical milling machines, portable power chain saws. F. W. McIntyre sr., pres.; F. W. McIntyre jr., vice-pres.; J. H. Wolcott, sales mgr.; E. G. Connally, secy.; D. H. Dalbeck, treas.; John Bush, wks. mgr.; G. W. McIntyre jr., adv. mgr.; R. L. Rougemont, chief engr.; R. P. Harrington, pur. agt.; H. T. Thayer, asst.; R. Talbot, traf. mgr. **Det. Branch Off.**—Reed-Prentice Corp., 2842 W. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Berg-Marshall, Inc., Worcester, Mass. John Leonard, acct. exec.

REMINGTON RAND INC., 315 Fourth ave., New York 10, N. Y. Punched-card tabulating machines, calculating machines, adding machines, electric typewriters, contact photographic printers, loose-leaf accounting systems, photo-copy cameras, safe-cabinets, and safe-files, accounting machines, microfilm machines, library and office furniture, standard typewriters, Dexigraph cameras, catalog and ring binders, filing systems and service, duplicators, stencils and supplies, Kardex visible systems, noiseless typewriters, television cameras, typewriter ribbons and carbons, Line-a-Time copyholders, portable typewriters, electric shavers, photograph projection papers. J. H. Rand, pres.; J. A. W. Simson, secy.; F. W. Parker, treas.; S. H. Ensinger, adv. mgr.; F. J. Atwood, pur. agt. **Adv. Agcy.**—Leeford Adv. Agency, New York 16, N. Y. Ken Lee, acct. exec.

RENAULT SELLING BRANCH, INC., 270 Park ave., New York 17, N. Y. Automobiles, trucks, farm tractors, buses, diesel locomotives. Pierre Meilhan, pres.; Robert L. Lamaison, vice-pres., regional dir.; James E. Hughes, secy.; Henry E.

(Continued on Page 214)

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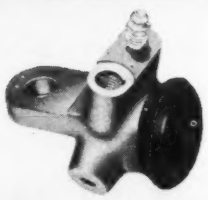
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(Continued from Page 213)

Greene, treas.; James C. Touchton, sales mgr.; Kenneth C. Howard, U. S. A. mgr.; Roger Lebouedec, parts and serv. mgr.; Henry L. Brownback, cf. engr. **Adv. Agcy.** — Dorland, Inc., 247 Park ave., New York 17, N. Y. W. Maas, acct. exec.

RENIE METAL PRODUCTS CORP., 807 Bowman st., Mansfield, O. Steel storage cabinets, parts bin, lockers, counters. P. G. Renie, pres. and treas.; Marie N. Renie, secy.; Robert Renie, wks. mgr.

REO MOTORS, INC., 1331 S. Washington, Lansing 20, Mich. Medium and heavy-duty trucks, safety school buses. H. E. Hund, chmn. of bd.; J. S. Sherer jr., pres., gen. mgr.; J. J. Dervin, vice-pres., asst. gen. mgr.; R. F. McKim, secy.; Glen Whisler, treas.; E. W. Schraft, comptr.; A. L. Struble, vice-pres., chge. sales; John T. Clark, vice-pres., chge. export; A. W. Zimmer, vice-pres., chge. prod.; Doyle W. Lott, adv., pub. rel. mgr.; P. H. Hamelink, parts, serv. mgr.; William Walworth, vice-pres., chge. engrg.; Charles Larkin, pur. agt. **Det. Factory Branch**—Reo Motors, Inc., 3607-29 Michigan ave., Detroit, Mich. **Adv. Agcy.** — William Hart Adler, Inc., Chicago, Ill. Kenneth Ring, acct. exec.

REPUBLIC GEAR CO., 2197 Beaufait ave., Detroit 7, Mich. Ring and pinion gears, differential cases and internal parts, transmission gears, flywheel starter gears, cylinder heads, timing gears, axle shafts, timing chains, universal joints. T. R. Navin, pres., gen. mgr.; S. S. Richhart, secy-treas.; Harold Sanford, wks. mgr.; Howard Sanford, m. s.; Robert E. Navin, cf. engr.; H. S. Ries, vice-pres., dir. sales; G. S. Harris, export mgr.; R. E. Winans, pur. agt.; W. E. Zimmie, traf. mgr. **Det. Rep.**—L. K. Seward, 2197 Beaufait ave., Detroit 7, Mich. **Adv. Agcy.** — Chas. M. Gray & Assoc., Detroit, Mich.

REPUBLIC RUBBER DIV., Lee Rubber & Tire Corp., Albert st., Youngstown 1, O. Belting, hose, packing molded goods, extruded products. A. A. Garthwaite, pres.; O. S. Dollison, vice-pres.; E. M. Ikirt, gen. mgr.; R. W. Deemer, wks. mgr.; G. L. Smith, sales mgr.; H. H. Sprinkle, asst. sales; J. M. Hughes, adv. mgr., sales development mgr.; C. E. McCormick, cf. engr.; P. S. Kirchner, pur. agt.; S. Gaster, traffic mgr. **Det. Rep.**—E. J. Schwartz, 801 New Center bldg. **Adv. Agcy.** — Meek & Thomas, Inc., Youngstown, O.

REPUBLIC STEEL CORP., Republic bldg., Cleveland 1, O. Carbon, alloy and stainless steels, semi-finished, bars, sheets, strip, plates, pipe, tubing, wire products, tin plate, pig iron, steel building products, bolts, nuts, rivets, fabricated steel products, steel drainage products, steel containers, pressed steel products. T. M. Girdler, chmn.; C. M. White, pres.; J. M. Schlendorf, vice-pres. (sales); E. M. Richards, vice-pres. (planning and developments); W. M. Kelley, vice-pres. (operations); T. F. Patton, vice-pres., gen. counsel; W. W. Hancock, vice-pres. (finance), secy.; E. G. Resch, treas.; G. M. Feiel, comptr.; Norman W. Foy, gen. mgr. sales; L. S. Hamaker, asst. gen. mgr. sales; C. W. Ruth, dir. of adv.; H. H. Oldham, asst. dir. of adv.; F. J. Laskey, mgr. of pur., raw materials; W. T. Adams, gen. pur. agt.; H. D. Rhodehouse, traffic mgr.; E. S. Bowerfind, dir. pub. rel. **Det. Rep.**—G. F. Hess, dist. sales mgr., Fisher bldg. **Adv. Agcy.** — Meldrum & Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

REPUBLIC STEEL CORP., Pressed Steel Div., 6100 Truscon ave., Cleveland 27, O. Automotive frame parts, axle housings, steel stampings (heavy and light gauge), foundry flasks, material handling equipment. F. R. Schaefer, gen. mgr.; R. H. Thoms, wks. mgr.; W. M. Whalen, mgr. of sales; T. A. Sindelar, cf. engr. **Det. Rep.** — T. G. Watkins, Republic Steel Corp., 615 Wayne st., Detroit 26, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. J. C. Clawson, acct. exec.

RESISTOFLEX CORP., Belleville 9, N. J. Gasoline, fuel, oil, refrigerant hose assemblies; aircraft hose and fittings; molded parts. Edgar S. Peierls, pres.; H. E. Krebs, vice-pres., chge. sales; F. V. Smith, secy.; J. M. Gentile, treas.; A. N. St. John, vice-pres., planning and development; R. Atkins, pur. agt. **Det. Rep.**—A. A. Reed, P. O. Box 11, Royal Oak, Mich. **Adv. Agcy.**—Rickard & Co., 11 East 36th st., N. Y. 16.

RESOLUTE INSURANCE CO., 83 Chapel st., Hartford 2, Conn. Fire, theft and collision insurance on financed automobiles for independent finance and loan companies, banks and automobile dealers financing own time sales. Louis Morganstern, pres.; J. E. Baldwin, vice-pres.; A. W. Kerch, vice-pres., treas.; John Mason, Emma Dovin, K. H. Field, asst. secretarys; John C. Blackall, gen. counsel.

REVERE COPPER & BRASS, INC., 230 Park ave., New York 17, N. Y. Copper and red brass for radiators, tubing for fuel, oil, gauge lines; brass for lamps, bearing shells, small parts, terminals, screws, bolts, nuts, hub caps, decorations, name plates, etc., aluminum alloy tubing, extruded shapes, coiled sheet and forgings; electric welded steel tube for exhaust and tail pipes, torque tubes, steering columns. J. J. Russell, chmn. of bd.; J. M. Kennedy, pres.; C. A. Macfie, vice-pres., gen. sales mgr.; B. Aspinwall, secy.; A. E. McCormick, treas.; N. A. Schuele, adv. mgr.; D. F. Haggerty, asst. adv. mgr.; C. C. Felton, vice-pres., pur. agt. (metals). **Det. Rep.**—Revere Michigan Div., 5851 W. Jefferson ave., Detroit 9, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc., New York 17, N. Y. M. St. Georges, acct. exec.

REX METAL PARTS CO., 1295 W. 78th st., Cleveland 2, O. Fenders, grilles, license plate holders, beaver tails, hoods, continuous type piano hinges, ventilators. Louis Konrad, pres.

REYNOLDS METALS CO., 2500 S. 3rd st., Louisville 1, Ky. Aluminum mill products; pig and ingot, wire, rod, bar, screw machine stock; sheet, coil, plates, embossed sheet; extruded shapes, architectural shapes, structural shapes, pipe, tubing; stamped and drawn parts; protective foil; parts fabrication, building products. R. S. Reynolds jr., pres.; D. P. Reynolds, vice-pres. in chge. of mktg., sales mgr.; Allyn Dillard, secy.; Calvin Coghill, treas.; D. F. Beard, gen. dir. adv.; Ray Christensen, dir. ind. adv.; M. W. Henry, gen. pur. agt.; J. I. Snead, traffic mgr.; Keen Johnson, vice-pres. chge. pub. rel. **Det. Reg. Mgr.**—L. D. Yager, 1010 Fisher bldg., Detroit, Mich.

REYNOLDS & REYNOLDS CO., 800 Germantown st., Dayton 7, O. Standard accounting systems, inventory control systems, owner follow-up systems, service dispatcher systems, payroll systems, prospect systems, dealer stationery, checks and repair orders. R. H. Grant jr., pres.; Frank Pfeiffer, exec. vice-pres., gen. mgr.; C. J. Seifert, vice-pres.; Russell Cosby, secy.-treas.; Gordon Rohde, vice-pres., chge. production; W. G. Pfeiffer, vice-pres., chge. sales; G. W. Gross, dir. adv. and research; W. P. Bonner, pur. agt. **Det. Rep.**—C. J. Seifert. **Adv. Agcy.**—Weber, Geiger & Kalat, Inc., Dayton, O. H. C. Weber, acct. exec.

REYNOLDS SPRING CO., 2301 E. Michigan ave., Jackson, Mich. Automotive cushion springs, precision mechanical springs. Charles G. Munn, pres., gen. mgr.; John H. Merrell, vice-pres.; Mrs. S. W. Miller, secy.; R. A. Austin, vice-pres., treas.; E. W. McIntosh, vice-pres., sales mgr. **Adv. Agcy.**—Guy C. Core Co., Jackson, Mich.

RICE CHADWICK RUBBER CO., Box 125, Killbuck, O. Extruded rubber products, flexo-pac yarning material. Maurice W. Chadwick, pres. and sales mgr.; Frank E. Rice, vice-pres. and treas.; E. W. Stepfield, secy; J. Rex Keyser, gen. mgr. **Det. Rep.**—Pease, Mathiews & White, 2001 James Couzens rd.

RIGIDIZED METALS CORP., 658 Ohio st., Buffalo 3, N. Y. Rigid-Tex metal, 3-dimensional, design strengthened and textured metal, sheet and strip. Richard S. Smith, pres., treas.; Robert G. Leary, vice-pres., sales mgr.; Catherine Galleciez, secy.; John E. Hayes, adv. mgr.; Eugene P. Thomas, cf. engr.; W. W. Adams, pur. agt. **Det. Rep.**—Fred A. Leisen, 623 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Melvin F. Hall Adv., Inc., Buffalo 2, N. Y. Norwood T. Smith, acct. exec.

RINCK-McILWAINE, INC., 16 Hudson st., New York 13, N. Y. Walter Rinck, pres., gen. and sales mgr.; John J. McGuckin, vice-pres. and wks. mgr.; George W. McIlwaine, secy.-treas. **Adv. Agcy.** — Walter Scott Adv. Agency, New York, N. Y.

RING-WALD PRODUCTS, 123 N. Lowry ave., Springfield, O. Manufacturers of school bus safety devices.

RINSHED-MASON CO., 5935 Milford st., Detroit 10, Mich. Lacquers, enamels, undercoats and thinners. Frederick G. Weed, pres.; W. R. Barrett, vice-pres. and gen. mgr.; J. R. Mason, vice-pres. and mgr. of refinish div.; and L. Frohberg, gen. sales mgr. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich.

RITE TOOL CO., INC., 136 Pocasset st., Fall River, Mass. Hand lathe for turning and undercutting automotive and other small armatures. Seabury B. Waring, pres., treas.; Ray C. Westgate, secy.

ROADWAY MOUNTING & EQUIPMENT CO., INC., 21177 Mound rd., P. O. Box 164, Van Dyke, Mich. Truck bodies and accessories. Leonard J. Marquis, pres.; Charles D. Mosier, vice-pres.; Jewell J. Scott, secy.-treas.

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ROBERK CO., Emerald st., Norwalk Conn. Rear view mirrors. Joseph M. Robins, pres., pur. agt.; Norman Berke, vice-pres., sales mgr.; Louis Nagy, wks. mgr.; Max Robins, traffic mgr. **Adv. Agcy.**—RAF Agency, New York City.

ROBERTS TOLEDO RUBBER CO., 1200 Prospect ave. & M. C. R. R., Toledo 6, O. Mechanical industrial rubber products. Robert Roberts, pres., gen. mgr., sales mgr.; H. R. Packard, asst. secy.; P. R. Roberts, treas.; L. E. Rhodes, cf. chemist; H. R. Packard, pur. agt.; H. V. Rogers, rubber development engr.; R. C. Schrinel, traffic mgr.; K. L. Smith, pub. rel. mgr. **Det. Rep.**—R. B. Harper & Co., John Dudley, 814 Fisher bldg.,

(Continued on Page 215)

Who's Who in Auto Industry

(Continued from Page 214)

Detroit, Mich. C. A. Craig, special sales counsel.

ROCHESTER MFG. CO., INC., Rockwood, Rochester 10, N. Y. Oil pressure gauges, water temperature gauges, fuel level gauges, ammeters. William Mulcahy, pres. and treas.; Clark L. Hastings, vice-pres., chge. sales; Warren W. Hastings, secy., plant mgr.; David McEwen, sales mgr.; Wm. Chase, adv. mgr.; R. Tollefsen, cf. engr.; L. A. Mumford, pur. agt.; B. Bastian, asst. pur. agt. **Adv. Agcy.**—Charles L. Rumrill & Co., Inc., Rochester, N. Y. Bruce Jones, acct. exec.

ROCHESTER PRODUCTS, Div. General Motors Corp., 1000 Lexington ave., Rochester 3, N. Y. Carburetors, steel tubing (welded and brazed), automobile locks, fuel pumps and aircraft engine controls. Howard W. Brandt, gen. mgr.; George A. Johnson, adm. asst. and sales mgr.; Rea I. Hahn, wks. mgr.; Elmer Olson, cf. engr.; S. W. Aman, dir. of pur.; H. E. Rodgers, pur. agt.; Joseph P. Cahill, traffic mgr. **Adv. Agcy.**—Hanford & Greenfield, Inc., Rochester, N. Y. Dwight Greenfield, acct. exec.

ROCKFORD CLUTCH DIV., Borg-Warner Corp., 18th ave. and 9th st., Rockford, Ill. Automotive clutches, industrial clutches and power take-offs. H. L. Emerson, pres. and gen. mgr.; G. L. Christianson, exec. vice-pres.; E. C. Shields, vice-pres. and sales mgr.; F. M. Palmquist, secy.-treas.; M. E. Carlson, wks. mgr.; C. H. Garmager, dir. of engrg. and research; A. H. Anderson, cf. products engr.; C. G. Knott, pur. agt. **Det. Rep.**—E. C. Shields, A. M. Reibitz, 7-234 General Motors bldg., Detroit. **Adv. Agcy.**—Midwest Adv. Agency, Rockford, Ill.

RODMAN MFG. CO., INC., 105 S. Gorham st., Jackson, Mich. "Grip-On" mechanic's protective work covers; seat covers, fender covers, steering wheel covers, utility covers (floor mat covers, battery covers, etc.). M. S. Rodman sr., pres., gen. mgr.; M. S. Rodman jr., vice-pres., gen. sales mgr.; Wilhelmina Rodman, secy.-treas.

ROHM & HAAS CO., Washington Square, Philadelphia 5, Pa. Plexiglas sheets and molding powders. Otto Haas, pres.; Dr. D. S. Frederick, vice-pres.; S. C. Kelton, secy.; Duncan Merriwether, exec. vice-pres.; W. T. McClintock, treas.; Dr. D. A. Rothrock, sales mgr.; N. G. Wedemeyer, asst. sales mgr; Colin C. Campbell, adv. mgr.; G. F. Finnie, asst. adv. mgr.; P. J. Clarke, pur. agt. **Det. Reps.**—W. E. Biggers and R. C. Oglesby, 728 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—John Falkner Arndt & Co., Philadelphia, Pa. R. N. D. Arndt, acct. exec.

ROLLER BEARING CO. OF AMERICA, Whitehead rd., P. O. Box 480, Trenton 3, N. J. Cylindrical roller bearings. Raymond E. Trainer, pres., gen. mgr.; Francis H. Trainer, vice-pres., wks. mgr.; Robert V. Trainer, secy.; Edward C. Trainer, treas.; Robert R. Voorhees, adv. mgr.; E. M. Scribner, asst. sales mgr.; Victor L. Barr, cf. engr.; Richard J. McCoy, pur. agt.; Robert Roth, serv. mgr.; James J. Grace, sales mgr. repl. div. **Adv. Agcy.**—Geare-Marston, Philadelphia, Pa.

ROLLWAY BEARING CO., INC., 541 Seymour st., Syracuse 4, N. Y. Cylindrical roller bearings, radial and thrust. H. F. Hodgkins, pres.; W. B. Smithers, vice-pres., gen. mgr.; A. Alven, sales mgr.; E. R. Francis, asst. sales; H. A. Pierce, adv. mgr.; J. E. Sero, cf. engr.; W. R. Bowes, pur. agt. **Det. Rep.** — F. W. Meile, 550 Macabees bldg. **Adv. Agcy.**—Barlow Advertising Agcy., Inc., Syracuse 1, N. Y. Hugh Goodhart, acct. exec.

ROOTES MOTORS INC., 42-32 21st st., Long Island City 1, N. Y., 505 Park ave., New York 22, N. Y.; 403 N. Foothill rd., Beverly Hills, Calif. Importers of English-made cars and trucks (Hillman Minx, Humber, Sunbean-Talbot, Commer Van, Rover and Land Rover). Robert Fennell, pres.; E. L. Frohlich, vice-pres.; R. H. Fraze, secy.-treas.; H. Henkel, gen. mgr.; C. E. Ernest, whsle. sales mgr.; F. A. Keane, retail sales mgr.; G. Bate, gen. serv. and parts mgr.; K. Moore, retail serv. mgr.; F. Desimone, pur. agt. **Adv. Agcy.**—Anderson & Cairns, New York City. Donald McVickar, acct. exec.

ROP LOC PRODUCTS CO., 16110 Brookpark rd., Cleveland 11, O. Grille guards for almost all cars, auto bars. Sam Zoppelt, Robert Zoppelt, partners. **Adv. Agcy.**—Bing & Haas Adv., Cleveland, O. Ralph Bing, acct. exec.

ROSE, S. M., CORP., 365 Flatbush ave. Ext., Brooklyn 1, N. Y. DeSoto, Plymouth factory dealer parts and service. Sam M. Rose, pres., treas., sales mgr.; Sally H. Karp, secy.; Milton Theofel, adv. and pub. rel. mgr.; Louis Silverman, serv. mgr.; Andrew Rindos, parts and acc. mgr. and pur. agt. **Adv. Agcy.** — Associated Ad Service, New York, N. Y.

ROSS GEAR AND TOOL CO., Lafayette, Ind. Steering gears for automobiles, buses, trucks, farm equipment, road machinery and boats. J. E. Jarrell, pres.; S. L. Bradley, vice-pres. in chge. sales; W. K. Creson, vice-pres. in chge. engrg.; F. I. Munson, vice-pres.; R. M. Reser, secy.; O. J. Norris, treas.; T. A. Decker, serv. mgr.; M. W. McConnell, pur. agt.; J. S. Davis, traffic mgr.; P. L. Hofmeister, dir. of ind. rel. **Adv. Agcy.** Sidener & Van Riper, Inc., Indianapolis, Ind.

ROTARY LIFT CO., 1054 Kansas, Memphis 2, Tenn. Automobiles, mechanics' bus and truck lifts; special hydraulic lifting devices. Hugh Allan, pres.; Oliver Cathey, secy.; O. W. Humphreys, wks. mgr.; Allan Robinson, vice-pres., sales mgr.; N. V. McDaniel jr., asst. sales mgr.; Dorothy Curd, adv. asst.; Frank Smith, serv. mgr.; J. B. Harrison, cf. engr.; W. E. Rier, pur. agt.; Mai Vorreyer, traf. mgr. **Det. Rep.** — T. G. Downey, Div. Mgr., 7310 Grand River ave., Room 118. Harvey Nestle, sales prom. mgr. **Adv. Agcy.** — Greenhaw & Rush, Inc., Memphis, Tenn. Holton Rush, acct. exec.

ROTTLER BORING BAR CO., 1727 First ave., S., Seattle 4, Wash. Cylinder boring bars. C. T. Rottler, pres.; F. S. McLachlan, secy.; J. C. Rottler, treas. **Adv. Agcy.** — Advertising Counselors, Seattle, Wash.

ROWLAND, INC., WILLIAM & HARVEY, Tacony and Lewis sts., Philadelphia 24, Pa. Leaf springs, coil springs, helper springs, coil suspension parts, shock absorbers. Dr. William D. Gordon, pres.; E. Trasel Rowland, vice-pres. and secy.; William H. Courtright, vice-pres. in chge. of sales; Joseph R. Rowland, treas.

RUBATEX DIV., Great American Industries, Inc., Bedford, Va. Closed cell sponge rubber, open cell sponge rubber. R. T. Dunlap, pres.; W. J. Maxwell, vice-pres. and gen. mgr.; H. Ray, treas.; L. G. Norman, wks. mgr.; G. T. Whitehurst, sales mgr.; King Daywalt, sales prom. mgr.; C. O. Mitchell, cf. engr.; Mary Dean, pur. agt.; J. A. Arthur jr., supervisor of shipping. **Det. Rep.**—R. B. Harper, 814 Fisher bldg.

RUBBER-SEAL PRODUCTS CO., INC., 43 W. Apple st., Dayton 2, O. Body sealing materials (adhesives, plastics, putties, guns, etc.) for waterproofing and dustproofing new and used automobiles. Roy T. Ellis, pres., treas., chief engr.; Mrs. Roy T. Ellis, vice-pres.; Andrew Iddings, secy.; Edsel M. Sheets, wks. mgr.; R. B. Murninghan, sales mgr.; E. L. Mehaffey, pur. agt.

RUEBY PROCESS, 284 Court st., Rochester 4, N. Y. Auto sign kit, decals, posters, plastic pennants, scotchlite emblems, masonite cut-out letters, used-car banners and window signs. Ray Rueby sr., pres.; Vincent Cappelino, gen. mgr.; Ray Rueby jr., sales mgr.; Robert M. Rueby, cf. engr.; Jane Burke, pur. agt.

RUGER EQUIPMENT, INC., 615 W. Fourth st., Uhrichsville, O. Portable hydraulic floor cranes, truck-mounted hydraulic cranes. W. H. Davis, pres., treas., gen. mgr.; P. L. Jarvis, vice-pres., adv. mgr.; K. L. Cook, vice-pres., wks. mgr. **Adv. Agcy.** — Merchandising, Inc., Newark, O. Ed Gallagher, acct. exec.

RUSHLIGHT'S INC., 2944 S. E. Powell blvd., Portland 2, Ore. Portable truck loading hoist. J. T. Burtchaell, pres.; W. A. Rushlight, vice-pres.; Robt. S. Horning, secy.; C. T. Mudge, gen. mgr.; Cloyce Taylor, wks. mgr. **Adv. Agcy.**—Elwood Enke, Portland, Ore.

RUSSELL ASSOCIATES, 3114 Grand River ave., Detroit 8, Mich. Salesmanagers daily sales topics. Jos. T. Russell, pres.; Geo. A. Russell, vice-pres., partners. **Adv. Agcy.** — Holden-Clifford-Flint, Detroit, Mich.

RUSSELL, BURDSALL & WARD BOLT AND NUT CO., Midland ave., Port Chester, N. Y. Bolts, nuts, screws, rivets, washers. Evans Ward, pres.; Richard L. Burdsall, secy; Samuel N. Comly, vice-pres. and treas.; William E. Ward, gen. mgr.; Perce Garlent, wks. mgr.; Harry O. McCully, vice-pres., sales mgr.; Robert H. Burdsall, adv. mgr. and sales prom. mgr.; R. A. MacDonald, cf. engr.; P. M. Culyer, pur. agt.; C. W. Gallagher, traffic mgr. **Det. Rep.**—Aaron L. Evans, 7-169 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—James Thomas Chirurg Co., New York, N. Y. George A. Frye, vice-pres., acct. exec.

RUSSELL MFG. CO., THE, Middletown, Conn. Brake linings, clutch facings, endless belts, non-elastic webbing. G. M. Williams, chmn. of bd. and pres.; A. P. Smith, exec. vice-pres., secy.; E. R. Dayton, vice-pres., treas.; G. Walters, vice-pres. and research dir.; A. Paul Smith jr., sales prom. mgr.; H. J. Moore, D. H. Byerly, P. F. Madsen, L. S. Sullivan, H. C. Butterworth, sales managers; G. T. Palmer, pur. agt. **Adv. Agcy.**—Charles W. Hoyt Co., Inc., Hartford, Conn. Frank A. Whipple, acct. exec.

RUST MASTER CHEMICAL CO., 56 Creighton st., Cambridge, Mass. Rust master, sludg master, leak master, carb master. Dudley L. Millikin, partner, sales mgr.; Morton M. Scott, partner, asst. sales mgr., pur. agt. **Det. Rep.**—Glenn Orcutt Co., Chicago, Ill. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass.

RYAN AERONAUTICAL CO., 2701 Harbor Drive, San Diege 12, Calif. Aircraft and airframe components exhaust systems, jet engine structures, rockets, ramjets, target planes, missiles, electronic research. T. Claude Ryan, pres. and gen. mgr.; George C. Woodard, Earl D. Prudden, vice-presidents; C. A. Stillwagen, secy.-treas.; L. M. Limbach, wks. mgr.; Sam C. Breder, sales mgr.; Jack Zippwald, asst. sales; William Wagner, adv. mgr. and sales prom.; William Brotherton, asst.; Walter Balch, serv. mgr.; Bruce Smith, cf. engr.; M. K. Smith, pur. agt. and parts and acc. mgr.; Taft Kallof, traffic mgr. **Det. Rep.** — John Atha. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Los Angeles, Calif. Charles Hawkins, acct. exec.

RYERSON & HAYNES, INC., 2307 E. Ganson st., Jackson, Mich. Jacks, brake levers, automobile grille bars, accelerator rods and other miscellaneous stampings and automotive products. Glenn M. Brown, pres.; J. L. Hoffman, vice-pres.; T. D. Benson, secy. and treas.; Geo. L. White, vice-pres., engr.; H. R. Spencer pur. agt. **Det. Rep.**—Roy T. Mitchell 631 New Center bldg., Detroit, Mich.

S

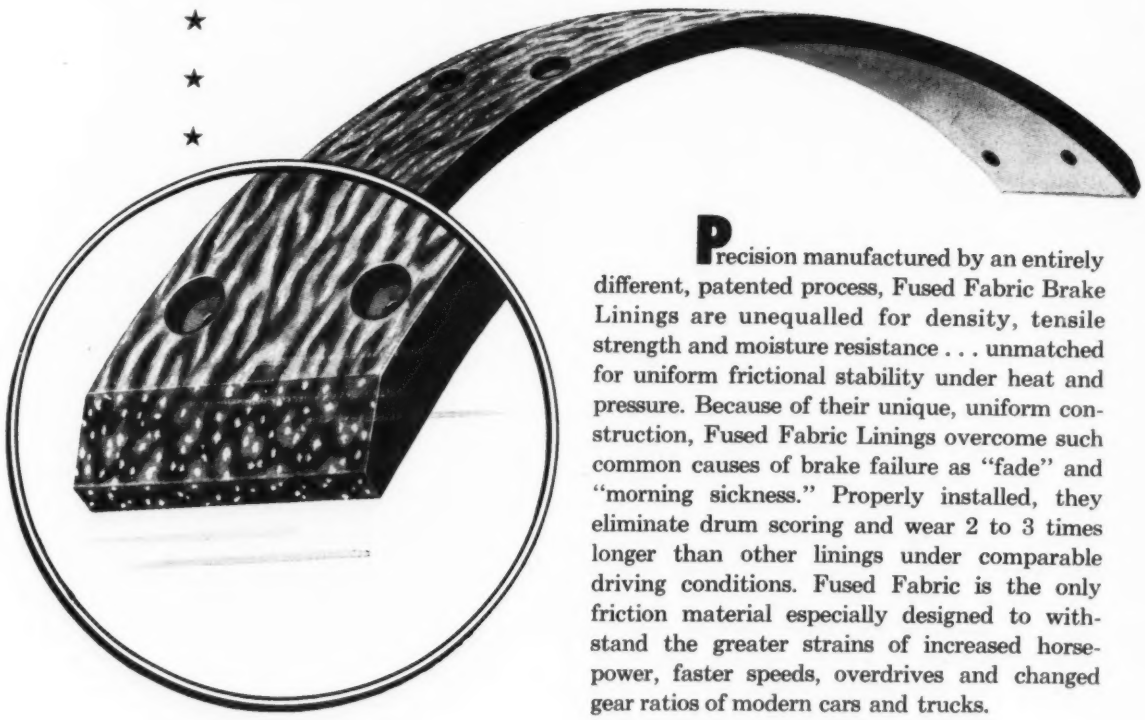
S G SPECIALTIES CO., 3356 E. 14th st Los Angeles, Calif. Brake cable adjusti energizers for 1928-38 Fords (pass. a truck), over-size rollers for 1935-3 Fords (pass. and truck), Chrysler-ty anchor bolts, rocket booster, filcoolator, oil filter, "C" washers, interceptor washers for Chrysler-built cars, 1936-51 (brake); brake leverage shims, 1935-38 Ford pass. Wesley N. White, sales mgr.; Wentworth Mann, adv. mgr.; Ben G. Laskey, cf. engr. **Det. Rep.** — C. W. Smith, 499 Orchard Lake ave., Pontiac, Mich. **Adv. Agcy.**—Mann Adv. Agency, Los Angeles, Calif. Rex Ragen, acct. exec. Lillian Rothrock, credit mgr. A partnership of Wesley N. White and James N. Homan.

S K F INDUSTRIES, INC., Front st. and Erie ave., Philadelphia 32, Pa. Ball and roller bearings. R. H. DeMott, pres.; T. W. Dinlocker, vice-pres. and treas.; A. S. Roberts, secy.; R. R. Zisette, vice-pres. chge. of sales; S. H. Smith, sales mgr.; N. A. Strang, adv. mgr.; G. Palmgren, vice-pres. chge. engrg. and research.; C. J. Reimer jr., gen. pur. agt.; H. J. Lance, pur. agt.; H. Whartenby, traffic mgr. **Det. Rep.** — W. C. Ahlers, 2820 E. Grand blvd. **Adv. Agcy.** —O. S. Tyson & Co., Inc., 230 Park ave., New York 17, N. Y.

(Continued on Page 216)

No other BRAKE LINING even looks like

Fused Fabric



Precision manufactured by an entirely different, patented process, Fused Fabric Brake Linings are unequalled for density, tensile strength and moisture resistance . . . unmatched for uniform frictional stability under heat and pressure. Because of their unique, uniform construction, Fused Fabric Linings overcome such common causes of brake failure as "fade" and "morning sickness." Properly installed, they eliminate drum scoring and wear 2 to 3 times longer than other linings under comparable driving conditions. Fused Fabric is the only friction material especially designed to withstand the greater strains of increased horsepower, faster speeds, overdrives and changed gear ratios of modern cars and trucks.

"The Standard of the Industry"

RUSCO

THE RUSSELL MANUFACTURING COMPANY, MIDDLETOWN, CONN., U. S. A.

Who's Who in Auto Industry

(Continued from Page 215)

S & M LAMP CO., 119 W. 36th pl., Los Angeles 7, Calif. Clearance lites, marker lites, mirrors, fog lites, backup lites, safety lites, reflectors, reflector flares, stop and tail lites, directional signals, trailer connectors, flags, fusees, tractor lites, dome lites, flashers, portable flood lites, police and fire department safety lites. Jim Shirreffs, pres. and gen. mgr.; Jim Shirreffs jr., vice-pres. and asst. gen. mgr.; Charles Birkhauser, secy.-treas.; John Kresich, asst. sales mgr.; James L. Chappel, adv. mgr.; Gordon Dean, cf. engr.; Jim Thomson, traffic mgr.

S & W TOOL CO., 1001 E. Manchester, Los Angeles 1, Calif. Specialized tools and parts for complete re-manufacturing of Chrysler-engineered fluid drive units. Sam Zinkow, gen. mgr.; Edward Zinkow, cf. engr. and pur. agt.

S-W-W, INC. (Stateweld Products), 1200 East Bay ave., New York 59, N. Y. Truck radiator grille guards, Pack-a-Jack tool cases, pipe and ladder carrying racks. E. A. Rehrmann, pres.; Harry Birnbaum, secy.-treas.; M. Shatzkin, wks. mgr.

SAFETEE GLASS CO., 4717 Stenton ave., Philadelphia 44, Pa. Laminated glass products, flat and bent—Sealed Brilliance mirrors, bullet-resisting glass, automobile glass, air-space glass; goggles, lenses, etc. Ralph A. Gibbs, pres.; James W. Gibbs, vice-pres.; A. Boehm, secy.; C. L. Krebs, treas.; A. G. Worrall, research and development engr.; C. A. McCusker, sales and sales prom. mgr. **Det. Rep.**—J. E. Morrison, Curtis bldg. **Adv. Agcy.**—Sommers-Davis, Philadelphia, Pa.

SAFE-T-WELD CO., 3225 Locust blvd., St. Louis 3, Mo. Bonded brake shoe assemblies. A. H. Leu, pres.; B. G. Leu, vice-pres.; M. C. Johnson, secy. and treas.; R. W. Witte, wks. mgr. **Det. Rep.**—W. H. Hamilton, Inc., 22612 Beech st., Dearborn, Mich.

SAFETY DEVICES CO., 808 N. 3rd st., Milwaukee 3, Wis. Hydraulic auto stabilizer. Mark M. Camp, pres.; John V. Klabough, sales mgr.; Don Esche, credit mgr. **Det. Rep.**—Scotty Hamilton, 22612 Beech st., Dearborn, Mich. **Adv. Agcy.**—Barry Advertising Agency, Milwaukee, Wis.

SAGINAW INDUSTRIES CO., 2101 S. Jefferson ave., Saginaw, Mich. Saginaw replacement grilles. E. C. Swift, pres. and gen. mgr.; H. D. Snyder, vice-pres. and sales mgr. **Adv. Agcy.** — Advertising Associates, 910 Lapeer st., Saginaw, Mich. Roy C. Goettsche, acct exec.

SAGINAW STEERING GEAR DIV., General Motors Corp., 628 N. Hamilton st., Saginaw, Mich. Steering gears, steering linkages, propeller shafts, universal joints, diesel engine and aircraft parts, ball bearing screw and nut assemblies, jacks. William H. Doerfner, gen. mgr.; O. William Habel, wks. mgr.; Harry Hawkins, asst. wks. mgr.; Fred M. Ison, sales mgr.; Wesley Mitts, asst. sales mgrs.; C. W. Lincoln, cf. engr.; Fred M. Cooper, pur. agt.; Bernard Rae, traffic mgr. **Adv. Agcy.**—D. P. Brother & Co., General Motors bldg., Detroit 2, Mich.

ST. ANTHONY MACHINE PRODUCTS CO., 2424 E. Franklin ave., Minneapolis 6, Minn. Hydraulic automotive jacks, power and hand winches, contractors, elevators. O. J. Pfeifer jr., pres.; E. O. Shultz, B. J. Christianson, vice-presidents; O. D. Billing, secy. and serv. mgr.; T. C. Wilcox, treas., gen. mgr., sales and adv. mgr.; R. W. Johnson, wks. mgr.; L. T. Gasink, cf. engr.; E. O. Burchell, pur. agt. and traffic mgr. **Adv. Agcy.**—Foulke Agency, Minneapolis, Minn.

ST. CLAIR RUBBER CO., 440 E. Jefferson ave., Detroit 26, Mich. S. R. Livingstone, pres., treas., gen. mgr.; L. R. Turner, vice-pres., sales mgr.; H. G. Higbie, secy.; L. J. Stverak, wks. mgr.; T. H. Metzler, asst. sales mgr.; P. Fairfield, cf. engr.; M. Haynes, pur. agt.; C. L. Moulton, traffic mgr.

ST. PAUL HYDRAULIC HOIST DIV., Gar Wood Industries, Inc., 2207 University ave., S.E., Minneapolis 14, Minn. Hydraulic hoists, dump bodies, underbody road maintainers, elevating end gates, refuse loading bodies. E. F. Fisher, pres.; E. B. Hill, vice-pres., gen. sales mgr.; W. T. McCarthy, contlr., asst. secy.; F. J. Hasselman, div. mgr.; Leo M. Brown, sales mgr.; W. E. Toensing, sales and serv. mgr.; F. J. Yoswa, pur. agt.; M. L. Shepard, cf. engr.

ST. PIERRE CHAIN CORP., 50 Frank st., Worcester 4, Mass. Tire chains, tractor chains, tools, forgings. Henry St. Pierre, pres., treas. and gen. mgr.; Thomas St. Pierre, vice-pres. and wks. mgr.; Laurence Louge, secy.; Raymond D. Moore, sales mgr.; Harvey Perreault, cf. engr.

SALSBURY CORP., 1161 E. Florence ave., Los Angeles 1, Calif. Tire changing equipment for cars and trucks, air hammers, motor seal system for cracked motor blocks and cylinder heads. E. F. Salsbury, pres. and gen. mgr.; H. I. Salsbury, vice-pres.; C. S. Tinsman, secy.; G. L. Carpenter, treas.; L. D. Thostenson, wks. mgr. and cf. engr.; J. E. Fallas, (Tiremaster div.), H. I. Salsbury, (Motor seal and pneumatic tool div.), sales mgrs.; W. H. Kurtz, pur. agt.; S. Funaro, traffic mgr. **Det. Rep.**—Tiremaster div., Erry S. Loewenthal, 1046 Penobscot bldg. **Adv. Agcy.**—Pacific Western Adv. Agency, Pomona, Calif.

SANTAY CORP., 351 N. Crawford ave., Chicago 24, Ill. Automatic cigar lighter. Daniel Szantay, pres.; Earl R. Keown, V. Szantay, James E. Wood, vice-presidents; R. Parkhurst, secy.; Elmer Szantay, treas.; Joe W. Smith, sales mgr.; T. P. Kennedy, pur. agt. **Det. Rep.**—Stanley J. Roberts and E. H. VanNorwick, 5-259 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—A. Martin Rothbardt, 154 E. Erie, Chicago 11, Ill.

SAYLOR-BEALL MANUFACTURING CO., St. Johns, Mich. Air compressors, spray guns, tire pumps, farm and factory general purpose unit, farm and home general purpose units. R. V. Allman sr., pres.; R. V. Allman jr., vice-pres.; R. E. Wisner, secy.-treas.; George L. Reynolds, cf. engr. and sales mgr.; Henry W. Dellar, pur. agt.

SCANDINAVIA BELTING CO., 250 Central ave., Newark 1, N. J. Automotive brake linings. Col. W. C. Fenton, pres.; C. P. Miller, vice-pres. and wks. mgr.; C. B. Whitley, secy. and gen. mgr.; V. A. Spina, treas.; A. E. Daly, sales mgr. (automotive div.); J. G. Bolton, cf. engr. **Det. Rep.** — J. M. Hallissy, 2321 St. Clair ave. E., Cleveland 14, O. **Adv. Agcy.** — J. M. Kesslinger & Assoc., 37 Saybrook pl., Newark 2, N. J.

SCHARTOW IRON PRODUCTS CO., 16th and Junction ave., Racine, Wis. Piston ring compressors, sub-battery carriers, battery straps, rethreading tools, battery holddowns. Joseph Wallner, pres. **Adv. Agcy.**—Western Adv., Racine, Wis.

SCHAUER MANUFACTURING CORP., 4529 Alpine ave., Rossmoyne, O. Battery chargers, battery boosters, growlers, automotive test instruments. A. J. Kohn, pres., treas.; G. L. Nord, vice-pres. and cf. engr.; S. E. Wright, gen. sales and adv. mgr.; K. Wilson, asst. sales mgr.; D. T. Face, pur. agt. **Det. Rep.**—Herman Weiss, 2457 Woodward ave. **Adv. Agcy.**—Keelor & Stites, Cincinnati, O.

SCHERER, CORP., R. P., 9425 Grinnell ave., Detroit 13, Mich. Gelatin capsules for lubricants, oils, starting fluids, chemicals and special formulas. Robert P. Scherer, pres.; Edw. W. Johnson, secy. and treas.; Karl Senff, sales mgr.; Norman J. Boehm, adv. mgr.; LeRoy Farnum, pur. agt.; Frank Stark, traffic mgr.; S. T. Moreland, eng. dir. **Adv. Agcy.**—Cortez F. Enloe, Inc., New York, N. Y. Dr. C. F. Enloe, acct. exec.

SCHILDMEIER CO., H. C., 312 N. Senate ave., Indianapolis 2, Ind. Wheel balancer, wheel press, hydraulic dual tire lift, mechanical tire lift, tire dollie, weight pliers. Leah R. Schildmeier and J. H. Schildmeier, partners; Sandy Garvin, pur. agt.

SCHLEGEL MANUFACTURING CO., 277 N. Goodman st., Rochester 7, N. Y. Windlace, seaming lace, moulding, assist straps, robe rails, glass run channel, pile lining, polishing buffs. Carl F. Schlegel, pres. and gen. mgr.; James F. Sproat, asst. treas., secy. and sales mgr.; George C. Schlegel, treas.; Kenneth C. Schlegel, asst. sales mgr. and adv. mgr.; Bernard Weckelman, cf. engr.; James F. Doris, pur. agt.; Norman J. Gibaud, traffic mgr. **Det. Rep.**—Automotive Materials Corp., 2200 Fisher bldg.

SCHNABEL CO., S. Tenth st., Pittsburgh 3, Pa. Truck bodies, refrigerated; package delivery, retail milk and all other custom-built truck bodies. John A. Schnabel, pres.; Ray Mansmann, treas., chmn. of bd. and gen. mgr.; John B. Stoessel, wks. mgr.; Adolph Stark, cf. engr.; Donald N. Rupert, pur. agt.; Charles W. Puder, local sales.

SCHRADER'S SON, A., Div. of Scovill Mfg. Co., Inc., 470 Vanderbilt ave., Brooklyn 38, N. Y. Tire valves, caps, cores, tire pressure gauges, airline (chuck) gauges, air chucks, tire valve service tools, electric valve and tube vulcanizers, spark plug tire pumps, air hose fittings, quick couplers, blow guns, valves for rubberized fabric containers, cylinders and valves for factory air installations. S. T. Williams, vice-pres., gen. mgr. (A. Schrader's Son div.); G. A. Drew, asst. vice-pres. and gen. sales mgr.; B. M. Muchmore, mgr. acc. sales; F. L. Engstrom, mgr. ind. sales; D. F. Cisney, adv. mgr.; C. H. Wilkens, asst. sales mgr. chge. of Akron branch; G. H. Schneider, mgr. tech. serv. (Brooklyn, N. Y.). **Adv. Agcy.**—G. M. Basford, 60 E. 42nd st., New York 17, N. Y.

SCHROEDER & TREMAYNE, INC., 1711 Delmar blvd., St. Louis 3, Mo. Imported English chamois, imported French chamois, Cord-bound chamois, Seawool sponges, Cellusponge and Alpine cellulose sponges. Theodore Schroeder, pres. and gen. mgr.; F. B. Schroeder, vice-pres., sales mgr.; Carl Rueck, secy.-treas.; A. Smith, pur. agt.

SCIAKY BROS., INC., 4915 W. 67th st., Chicago 38, Ill. Electrical resistance welding equipment, (spot prosection seam, flash-butt welders, standard and special machines, multiple welders, rocker arm and press type portable guns, electronic controls, transformers). David Sciaky, pres.; Sam Sciaky, vice-pres.; J. Carasso, secy.; Benveniste, treas.; J. Graham, wks. mgr.; Maurice Sciaky, vice-pres., sales mgr.; W. J. Farrell and W. E. Cain, asst. sales mgrs.; Tom L. Lonergan, adv. mgr.; V. B. Hjerpe, cf. engr.; J. Bilik, pur. agt.; Pijon, traffic mgr. **Det. Rep.**—Harold Schroeder, Room 442, New Center bldg., 7430 Second blvd., Detroit, Mich. **Adv. Agcy.** — Russel T. Gray, Chicago, Ill. R. Walther, acct. exec.

SCINTILLA MAGNETO DIV., Bendix Aviation Corp., Sidney, N. Y. Manufacturers of ignition equipment for piston, jet, turbo-jet and rocket engines, industrial engine magnetos, electrical connectors, fuel injection for diesel engines, ignition analyzers and other components and accessories. G. E. Steiner, gen. mgr.; A. W. DeChard, aviation sales mgr.; W. A. Uline, ind. sales mgr.; T. Z. Fagan, dir. adv. and pub. rel.; W. J. Spengler, exec. engr.; L. W. Trees, serv. mgr.; H. C. Walters, cf. engr. G. C. Cottrell, compt.; W. Michel, factory mgr.

S. CO. T., INC., 11 West 42nd st., New York 18, N. Y. Superchargers. Harry D. Fornari, pres. and treas.; C. Golino, vice-pres. and secy.

SCOVILL MANUFACTURING CO., 99 Mill st., Waterbury 20, Conn. **Contract Mfg. Div.:** Metal parts and complete assemblies made on a contract basis. Complete manufacturing and finishing facilities for the production of stampings, drawn shells, and eyelets from steel, aluminum, brass, copper, and zinc. **Screw Machine Products Div.:** Screw machine products made to order—"Uniflare," tube fittings, "Loxit," compression tube fittings. **Forgings Div.:** Nonferrous metal forgings. **Industrial Fastener Div.:** Pre-assembled washer units, machine, self-tapping, and Philip's head screws, special industrial fastening devices. L. P. Sperry, pres. and gen. mgr.; W. M. Goss, exec. vice-pres.; M. L. Sperry II, secy.; P. E. Fenton, vice-pres., sales mgr.; W. H. Hill, sales mgr., ind. fast. sales; A. P. Hickox, vice-pres. and pur. agt.; J. B. Griffin, traffic mgr.; A. C. Curtiss, vice-pres. and pub. rel. mgr. **Det. Rep.**—William Black, 15755 James Couzens hwy. **Adv. Agcy.** — James Thomas Chirurg, New York, N. Y. Max Berking, acct. exec. Schyler Hopper, New York, N. Y. Jerry Campbell, acct. exec.

(Continued on Page 217)

MASTER M SERVICE PARTS

This famous trademark signifies precision engineering and dependable performance

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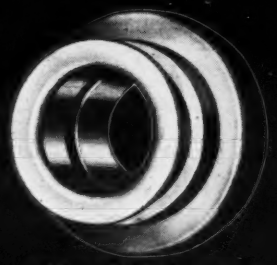

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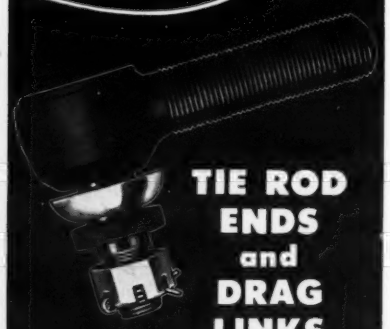

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Precision engineering, top rank materials, skilled workmanship and rigid testing and inspection protect the quality of the MASTER line.

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MASTER PARTS DIVISION

AIRTEX PRODUCTS INC. FAIRFIELD, ILLINOIS

Who's Who in Auto Industry

(Continued from Page 216)

SCULLY SIGNAL CO., 88 First st., Cambridge 41, Mass. Whistling gas tank fill signals. Frank P. Scully, pres.; Edward C. Kleber, treas., pur. agt.; Carl A. Goddard, sales mgr. **Det. Rep.**—W. M. Rosborough.

SEALED POWER CORP., 500 Sanford st., Muskegon, Mich. Piston rings, pistons, cylinder sleeves. Paul C. Johnson, pres.; R. R. Beardsley, vice-pres.; G. E. Reynolds, secy. and asst. treas.; L. G. Matthews, treas.; D. A. Hesling, mgr. mfg. and engrg.; R. A. Snyder, sales mgr., orig. eqiup. div.; J. E. Norwood, sales mgr., replacement sales div.; R. E. Murbarger, gen. sales mgr.; C. H. LeFevre, sales prom. and adv. mgr.; V. J. Paquin, serv. mgr.; E. C. Beck, cf. engr.; M. W. Valuck, pur. agt. **Det. Rep.**—R. B. Hawkins.

SEALTIGHT CORP., 228 1st st., N.E., Cedar Rapids, Ia. Ignition insulators. O. W. Lawrence, pres.; H. A. Stone, vice-pres.; C. W. Nelson, secy., gen. mgr., pur. agt.; Milton Shapiro, adv. and sales mgr.; M. LaTour, credit mgr.; E. J. Wasta, treas. **Adv. Agcy.** — Altman-Gilbert Adv. Agency, Cedar Rapids, Ia.

SEAMAN PAPER CO., 1848 Hubbard st., Chicago, Ill. Insulation, aircraft insulation, auto body boards. J. B. Seaman, pres.; Clayton Seaman, vice-pres.; M. Folkers, secy.; A. J. Drusch, treas.

SEIBERLING RUBBER CO., Akron 9, O. Tires, tubes, floor mats, tire rebuilding accessories and repair materials. J. P. Seiberling, chmn. of bd., pres.; W. P. Seiberling, secy.; R. J. Thomas, treas.; H. P. Schrank, vice-pres. chge. prod.; C. E. Jones, vice-pres., compt.; L. M. Seiberling, vice-pres., chge. sales; J. H. Higgins, mgr. mfrs. sales; J. A. Fouche, dir. adv. and mdse.; C. A. Reed, gen. sales mgr.; J. J. Walbeck, asst. mgr. adv. and mdse.; W. E. Cowell, serv. mgr.; E. R. Gibson, pur. agt.; A. P. Baum, traffic mgr.; Douglas Mueller, pub. rel. dir. **Det. Rep.**—P. J. Dunn, Room 7-255, General Motors bldg., Detroit, Mich. **Adv. Agcy.** — Meldrum & Fewsmith, Carnegie Hall, Cleveland 15, O. Andrew Meldrum jr., acct. exec.

SEIDEN PNEUMATIC TOOL CO., 423 Barrett st., Jackson, Mich. Pneumatic hammer for automobile body and fender bumping. Oakley D. Lutes, partner-in-chge.; Leo O. Blake, cf. engr. **Adv. Agcy.** — Stevens Inc., Grand Rapids, Mich. Carl Clum, acct. exec.

SELLWELL INDUSTRIES, INC., 996 Ellicott Sq. bldg., Buffalo 3, N. Y. Automatic lock for rear doors. John D. Murphy jr., pres. and gen. mgr.; N. P. Mancuso, vice-pres.; Frank M. Abbate, secy.; Harry Barney, treas. **Adv. Agcy.**—H. J. Weil, Inc., Buffalo, N. Y.

SERVICE STEEL DIV., 1435 Franklin st., Detroit 7, Mich. Steel tubing, seamless, welded, stainless, boiler, aircraft, etc. Richard S. Van Pelt, pres.; C. M. Foster, secy.; C. G. Beaubien, adv. mgr. and pur. agt.; Don Van Pelt jr., cf. engr. **Adv. Agcy.**—Claude E. Whipple, Adv., Detroit 1, Mich.

SERVICE SUPPLY CO., 1115 Seventh st., Denver 4, Colo. Serco-radiator and block seal, Ki-Mo non-acid cooling system cleaner, Re-Mo acid type cooling system cleaner, Lubro water pump lubricant, Solvo carburetor and fuel pump cleaner, Noxo tuneup oil, Shamo auto wash, Reeso hand cleaner, Rusgo rust inhibitor, D-Greso grease remover, Wrencho penetrating oil. Wm. L. Knoyer, pres.; E. W. Redman, plant mgr. **Adv. Agcy.**—Curt Freiburger & Co., Denver, Colo.

SHAKEPROOF, Div. of Illinois Tool Works, St. Charles rd., Elgin, Ill. Lock washers, sems, "Keps" — Preassembled nut and lock washer, thread-cutting screws, molding clips, self-locking nuts, snap fasteners, locking screws, special fasteners. Harold Byron Smith, pres.; Austin E. Cole, vice-pres., secy.-treas.; Eugene W. Fuller, vice-pres.; John S. Hawley, mktg. mgr.; Andrew Pontius, wks. mgr.; Raymon M. Wall, adv. mgr.; John B. O'Connor, vice-pres., mgr. new prod. div.; Arthur Froehlich, pur. agt. **Det. Rep.**—Russell M. Maude, 2895 E. Grand blvd.

SHAMOKIN WOOLEN MILLS, INC., 450 Seventh ave., New York 1, N. Y. Woven plastic for auto seat covers. Israel Cummings, pres.; John L. Koehne, secy.-treas.

SHAW, CO., JOSEPH, 6120 N. Detroit ave., Toledo 12, O. Locking gas caps, fender guards, parking lights, grille guards, wrench sets. Joseph Shaw, pres., adv. mgr., pur. agt.; H. G. Malone, secy.; R. H. Bluhm, gen. mgr., sales mgr.; Denzie Roscoe, wks. mgr., traffic mgr. **Adv. Agcy.**—Miller Agency, Toledo, O.

SHAW & SLAVSKY, INC., 13821 Elmira, Detroit 27, Mich. Used car tags, parts and accessory tags, bin marking system, production control boards, contest boards, service dept. boards, used car price boards. John R. Slavsky, pres.; Robert J. Shaw, vice-pres.; Hal Hollen, secy.-treas., pur. agt.; J. R. Conley and Don A. Hebert, sales mgrs.; Hans Ruedi, cf. engr. **Adv. Agcy.**—Rossi & Co., Detroit, Mich. Vince Rossi, acct. exec.

SHELL OIL CO., 50 W. 50th st., New York, N. Y. Motor and aviation fuels; diesel, heating and industrial fuels, lubricants and greases, asphalt products, liquefied petroleum gas, organic and agricultural chemicals. H. S. M. Burns, pres.; F. W. Woods, secy.; A. G. Schei, treas.; S. Eddy and P. C. Thomas, gen. sales mgrs.; D. C. Marschner, adv. mgr., sales prom. mgr.; C. J. Smith, asst. adv. mgr.; W. H. Bratches, pur. mgr.; T. T. Thompson, asst. pur. mgr.; H. L. Curtis, asst. to pres., pub. rel. **Det. Div. Mgr.**—John Southworth, 154 Bagley ave. **Adv. Agcy.** — J. Walter Thompson, New York, N. Y. Henry Stevens, acct. exec.

SHELLER MFG. CORP., Plants: Portland, Ind., Chicago, Ill., Keokuk, Ia., Norfolk, Va., Detroit, Mich., Union City, Ind., Montpelier, Ind., and Pendleton, Ind. Products: Steering wheels, molded, extruded, hard and sponge rubber, chrome plated die castings, metal stampings and screw machine products, cork gaskets, cork tile and misc. cork products, crown caps. M. M. Burgess, pres.; T. Bradley, R. P. Champney, J. A. McKeown, O. G. Vinnedge, vice-presidents; N. G. McLaughlin, secy.-treas. **Det. Offices:**—General Motors bldg.

SHEPPARD CO., INC., R. H., Hanover, Pa. Diesel engines, diesel power units, diesel generating sets, diesel farm tractors, diesel industrial tractors. R. H. Sheppard, pres.; Fred D. Livingston, vice-pres.; Thomas Strauss, secy.-treas.; Leo E. Muzzy, sales mgr.; S. J. Wisotzkey, adv. dept.; Earl Petry, cf. engr.; Russ Willetts, serv. mgr.; R. Reifsnider, pur. agt. **Adv. Agcy.**—Kamp & Godfrey, Lancaster, Pa. William Kamp, acct. exec.

SHERMAN-KLOVE CO., THE, 3535 W. 47th st., Chicago 32, Ill. Screw machine products, pipe plugs, mechanics' hand servec tools, metal tool boxes, metal boxes (all types), metal cabinets. J. W. McDonough, pres. and gen. mgr.; W. J. McDonough, vice-pres., wks mgr., pur. agt.; E. L. McDonough, secy. and sales mgr.; W. S. Sherman, treas.; T. O. Rueb, chief engr. **Det. Rep.**—Sidney Norwood, 5-254 General Motors Bldg., Detroit.

SHERWIN-WILLIAMS CO., 101 Prospect ave., Cleveland 1, O. Paints, varnishes, lacquers, chemicals, pigments, automotive finishes. A. W. Steudel, pres.; A. H. Burt, vice-pres. and dir. of sales; C. M. Lemperly, dir of public relations; F. J. Squires, secy.; L. H. Schroeder, treas.; V. Mills, gen. mgr. of mfg.; E. W. Windsor, gen. mgr. automotive finishes sales; D. J. May, sales prom. mgr. automotive finishes; R. F. Henning, pur. agt.; J. B. Sandford, traffic mgr.; C. F. Toll, adv. mgr. **Adv. Agcy.**—Fuller Smith & Ross, Cleveland, O.

SHULER AXLE CO., INC., 2901 S. 2nd st., Louisville, Ky. Heavy - duty one - piece tubular trailer axles, truck and bus front steering axles and miscellaneous forgings. F. E. O'Callaghan jr., pres.; J. F. Bleakley, vice-pres. and gen. mgr.; F. W. Pallant, treas.; R. B. Liggett, vice-pres., chge. engrg.; R. C. Carson, sales mgr.; R. J. Everhart, pur. agt. **Det. Rep.**—J. L. Edington, 18954 James Couzens hwy., Detroit, Mich. **Adv. Agcy.**—Doe Anderson Co., Louisville, Ky. Warwick Anderson, acct. exec.

SHURE MFG. CORP., 1601 S. Hanley rd., St. Louis 17, Mo. Manufacturers of Shure-built automotive service merchandisers, work benches, portable service benches, steel paneling, tool carts and appearance servicers, and "Scotty" industrial shop equipment. S. J. Shure, pres.; J. A. Richardson, vice-pres., gen. sales and adv. mgr. **Det. Rep.**—R. E. Woods, 1296 Argentine rd., Linden, Mich. **Adv. Agcy.**—Padco Adv. Co., St. Louis, Mo. Paul Kranzberg, acct. exec.

SHURLY, E. R., CO., 2242 W. Jefferson, Trenton, Mich. Automobile displays, automobile sales promotions, plastic automobile parts. Edmund R. Shurly, pres., gen. mgr.; Clark Wormer, vice-pres.; H. Gordon Wood, secy.-treas.

SIEBRING MFG. CO., George, Ia. Steam cleaners, cleaning compounds, tractor loaders. Claude Siebring, pres.; Owen Siebring, gen. mgr. and pur. agt. **Adv. Agcy.** — Melamed - Hobbs, Minneapolis, Minn.

SIEWEK TOOL CO., 2862 E. Grand blvd., Detroit 2, Mich. Rapid clamping drill jigs, fixture locks, fixture clamps, fixture details. C. D. Reason, pres., sales mgr.; R. E. Reason, gen. mgr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. C. F. Pineau, acct. exec.

SIGHT FEED GENERATOR CO., Factory and sales offices: West Alexandria, O. Portable and stationary acetylene generators, Rexarc hard-facing and manganese electrodes, Rexarc automatic welders and positioners. C. F. Smith, pres. and gen. mgr.; Earl Rinck, treas. and asst. mgr.; Donald Smith, chief engr.

SIGNA-CRAFT, INC., 292 Fifth ave., New York, N. Y. Autogram initials. L. K. Stupell, pres.; Norman J. Stupell, vice-pres.; A. D. Bobrow, sales mgr., sales prom. mgr. **Det. Rep.** — Herman D. Weiss, 604 Donoven bldg. **Adv. Agcy.**—Walter Scott, New York, N. Y.

SIGNAL-STAT CORP., 523-539 Kent ave., Brooklyn, N. Y. Directional signals for pass. cars, trucks and buses, Fuse-in-line receptacles, stoplite pilots, emergency lites, flashers. A. Hollins, pres.; J. R. Hollins, vice-pres., chief engr.; L. S. Hollins, secy.-treas., sales mgr.; W. A. Raftery, asst. sales mgr. **Adv. Agcy.**—Aitkin-Kynett Co., 1400 South Penn sq., Philadelphia, Pa.

SILENT HOIST & CRANE CO., 841 63rd st., Brooklyn 20, N. Y. Cranes for trucks, hoist catch basin cleaning machines, hoist capstans and winches for trucks, hoist truck towers for public utilities, fork lift truck-and-boom crane combination. J. W. Wunsch, pres.; E. M. Wunsch, vice-pres.; Samuel Wunsch, secy. and treas.; M. M. Botnick, sales mgr.; Emanuel Jacoby, adv. mgr.; J. Parlangeli, parts and acc. mgr.; F. K. Flynn, chief engr.; A. Yuzzolino, pur. agt. **Det. Rep.**—W. E. Phillips, Equipt., 7279 Artesian ave. **Adv. Agcy.**—Harry Hurst, New York 3, N. Y.

SILVER VOGUE AUTO SEAT COVER CO., 6713 Fifth ave., Brooklyn 20, N. Y. Automobile seat covers, arm rest covers, static eliminators, steering wheel covers, key cases, sun visor covers, auto secretaries and map cases. Irving Silver, owner.

SIMONIZ CO., 2100 Indiana ave., Chicago 16, Ill. Car, floor and furniture appearance products. Elmer Rich, chmn. of bd.; Elmer Rich jr., pres.; W. Gardner Barker, exec. vice-pres.; Jack Doran, adv. mgr.; J. N. Rager, Fred Stroud, brand adv. mgrs.; Charles V. Lipps, sales mgr. **Adv. Agcy.** — S.S.C. & B. Clemens F. Hathaway, acct. exec.

SIMPLEX TIME RECORDER CO., South Lincoln st., Gardner, Mass. Master clock systems, payroll recorders, time stamps, cost recorders, watchclocks, card racks, time cards. Curtis G. Watkins, pres. and gen. mgr.; Alexander Campbell, vice-pres.; Hilton Whiting, secy. and pur. agt.; Edward A. Morse, treas.; Julius Skamarycz, wks. mgr.; Clyde C. Richelieu, sales mgr.; F. Paul Hallock, asst. sales and adv. mgr.; John J. Evans, serv. mgr.; Henry Rixford, chief engr.; Harold E. Moore, traffic mgr. **Det. Rep.**—J. Wayne Chrisman, mgr., 7338 Woodward ave.

SINCLAIR GLASS CO., Ceredo, W. Va. Automotive glass lens, stop and tail lamp lens, parking lamp and interior lamp lens. F. R. Hodges, pres.; R. J. Mikolas, vice-pres.; J. A. Jadrich, secy.

SINCLAIR REFINING CO., 600 Fifth ave., New York 20, N. Y. Gasoline, diesel fuel, heating and motor oil, automotive and industrial greases, cutting oils, and industrial lubricating oils. P. C. Spencer, pres.; J. E. Dyer, vice-pres. sales; C. F. McGoughran, secy.; M. F. Braeckel, gen. sales mgr.; L. J. Hoar, sales mgr.; J. J. Delaney, adv. mgr. **Adv. Agcy.**—Morey, Humm & Johnstone, Inc., New York, N. Y.

SKIL CORPORATION, 5033 Elston ave., Chicago 30, Ill. Portable el ctric and pneumatic tools. B. J. Sullivan, pres.; E. J. Kelley, vice-pres., engrg.; J. J. Topolinski, vice-pres., mfg.; E. B. McConville, exec. vice-pres.; J. L. McManus, secy.; P. O. Watts, vice-pres. sales; J. T. Carlsen, E. J. Normandt, J. J. Sweeney, W. H. Ferry, division mgrs.; C. D. McWade, adv. mgr.; C. G. Schaaf, serv. mgr.; E. J. Sterba, commercial dept. mgr.; F. J. Koenig, chief engr.; D. C. Doty, pur. agt.; A. Richter, asst.; E. Nied, traffic mgr. **Det. Rep.**—R. S. Ebbert, Skil Corporation, 17160 Wyoming ave., Detroit, Mich. **Adv. Agcy.**—MacFarland Aveyard & Co., Chicago, Ill.

SKINNER PURIFIERS DIV., Bendix Aviation Corp., 1500 Trombley, Detroit 11, Mich., G. C. Fricke, gen. mgr.; K. C. Gano, sales mgr.; T. R. Collioud, sales prom. mgr.; D. W. Hunt, div. compt.; D. S. Kinsman, pur. agt.; R. J. Dubuc, factory mgr.; W. Kasten, chief engr. **Det. Rep.**—H. P. Berry, 1500 Trombley, Detroit, Mich. **Adv. Agcy.** — MacManus, John & Adams, Inc., Detroit, Mich.

SLEETEX CO., INC., 404 Fourth ave., New York 16, N. Y. Dual and single defroster blades, windshield wiper blades, hand squeegees, plastic windshield covers, safety-lock for all car doors. Edward C. Abdelnour, pres. and sales mgr.; Mitchel E. Hadad, vice-pres. and treas.; H. Hadad, secy.; Philip Mahfouz, wks. mgr. **Adv. Agcy.** — Furman Company, New York, N. Y.

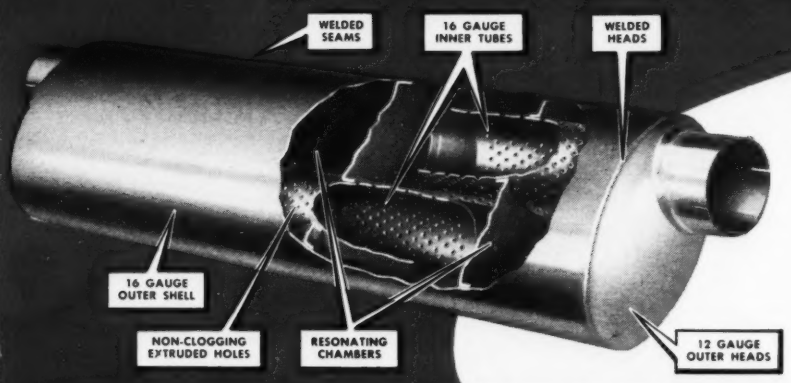
SMASH-PROOF CO., 6000 State ave., Ashtabula, O. Garage creepers, bakery trucks, squat seats. Reed O. Hulbert, pres.; Mrs. Reed O. Hulbert, secy.; Anne De Piero, treas.; George Browne, sales mgr. **Adv. Agcy.**—Adds Up Co., Ashtabula, O.

SMITH MFG. CORP., GROVER, 850 E. Valley blvd., San Gabriel, Calif. Service station, garage, industrial and automotive lubrication equipment, heavy material handling pumps. Grover C. Smith, pres.; W. M. Meeker, vice-pres.; Norman D. Wood, secy.; Dale Jack, pur. agt. **Adv. Agcy.**—T. L. Parkhouse, 1351 E. Colorado blvd., Glendale, Calif.

SMOOTH-ON MANUFACTURING CO., 572 Communipaw ave., Jersey City 4, N. J. Smooth-On iron cements, aluminum, brass cements, pipe clamps. Henry M. Silver,

(Continued on Page 218)

Maximum Power? Yes ✓ Safety? Yes ✓
Long Life? Yes ✓ Silence? Yes ✓
Then It's the New AP Heavy Duty Truck Muffler!



The release of this series of Heavy Duty Mufflers by The AP Parts Corporation is in accordance with the Truck Noise Reduction Program now being conducted by the American Trucking Association.

When we asked truck operators what muffler improvements they needed most, here's what they said:

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2. Longer life
3. Greater safety
4. Quieter operation

And that's what AP is giving you in the new AP Heavy Duty Truck Muffler! Now *for the first time* you can get the muffler you've always wanted.

You get *less back pressure* because of "offset-through" design and non-clogging extruded holes. You get *longer life* because of rugged, heavy steel construction (weight up to 42 lbs.). You get *safety* because of all-welded construction and precision fitted nipples which minimize carbon monoxide dangers. And last, but not least, you get *silence* because special resonating chambers dissipate noise.

Of course you'll want full information on these new mufflers and installation accessories. So call your AP wholesaler today or write us for free catalog.

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SILENT POWER with AP

Heavy Duty Truck Mufflers

Who's Who in Auto Industry

(Continued from Page 217)

pres.; J. Haviland Tompkins, vice-pres., treas. and chief engr.; George G. Tennant jr., secy.; Henry M. Silver, pur. agt.; Joseph Gerwer, traffic mgr. **Adv. Agcy.**—Michel-Cather, Inc., 2 Park ave., New York 16, N. Y. William Cather III, acct. exec.

SNAP-ON TOOLS CORP., 8028 28th ave., Kenosha, Wis. Socket wrenches, metal tool boxes, open end wrenches, boxocket wrenches, pliers, punches and chisels, electric drills, sanders and bench grinders, miscellaneous hand tools and shop equipment items. Joseph Johnson, pres.; Rogers Palmer, Wm. A. Seidemann, vice-presidents; R. L. Grover, secy.; W. C. Nemitz, treas.; Wm. A. Seidemann, wks. mgr.; Rogers Palmer, sales mgr.; P. J. Schutt, sales prom. mgr.; Geo. A. Smith, adv. mgr.; G. M. Walraven, chief engr.; F. A. Tetzlaff, pur. agt.; R. W. Bacherer, asst.; L. W. Ruelle, traffic mgr. **Det. Rep.**—W. J. Sharbach, 93 Piquette ave. **Adv. Agcy.**—Cramer-Krasselt Co., 733 N. Van Buren st., Milwaukee, Wis. N. L. Telander, acct. exec.

SNYDER MFG. CO., 22nd and Ontario, Philadelphia 40, Pa. Auto aerials, exhaust extensions, luggage carriers, sun visors, door visors. Benj. L. Snyder, and Gerson Snyder, partners; Dick Morris, sales mgr.; Ed Daily, chief engr.; Robert McKay, pur. agt.; Milt Schindler, traffic mgr. and pub. rel. mgr. **Adv. Agcy.**—Brooks & London, Philadelphia, Pa. Lou London, acct. exec.

SNYDER TOOL & ENGINEERING CO., 3400 E. Lafayette, Detroit 7, Mich. Special machine tools. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; George H. Whitehouse, vice-pres., gen. mgr.; Leo Gajda, chief engr.; H. Purdy, pur. agt. **Adv. Agcy.**—Clark and Rickerd, Inc., Detroit, Mich. John Dow, acct. exec.

SOBENITE, INC., 1026 W. King st., South Bend 16, Ind. Automotive plastic and hardware products, custom injection molding. P. H. Sanders, pres. and gen. mgr.; Alex Dick, vice-pres.; D. H. Sanders, secy.; N. P. Bowsher, treas. **Det. Rep.**—Geo. Harper, 218 Lexington bldg., W. Grand blvd., Detroit, Mich.

SOCIETE ANONYME CHRYSLER, 50 Rue de Naples, Antwerp, Belgium. Assembly plant. Passenger cars, trucks and marine engines. C. B. Thomas, pres.; S. G. Keevill, managing dir.; J. A. Ramboux treas.; H. B. Hindly, auditor.

SOCONY - VACUUM OIL CO., INC., 26 Broadway, New York 4, N. Y. Gasoline, motor oil, heating fuel and other fuels, many other petroleum products. G. V. Holton, chmn. of bd.; B. Brewster Jennings, pres. and chmn. of exec. comm.; J. C. Case, S. L. Harding J. F. Seal vice-presidents; W. D. Bickham secy.; V. B. Geibel, treas.; Herbert Willetts, domestic mktg. mgr.; Paul Gosman, adv. mgr.; George Walker, asst. adv. mgr.; E. A. Heyler, sales prom. mgr.; J. R. Taylor, pur. agt.; A. G. Anderson, traffic mgr.; T. W. Phelps, pub. rel. mgr. **Det. Rep.**—H. J. Muller, Socony-Vacuum Oil Co., Inc., 903 W. Grand blvd., Detroit, Mich. **Adv. Agcy.** — Compton Adv. Agency, 630 Fifth ave., New York, N. Y. Merrell Boyce, acct. exec.

SOSS MANUFACTURING CO., 21777 Hoover rd., Detroit 13, Mich. Automotive hinges, door, hood, read deck; invisible hinges, automotive and special stampings. Samuel Soss, pres.; Stanley Disher, secy.; Harold Marko, adv. mgr.; Carl O. Mackenzie, sales prm. mgr.; Earl Speir, chief engr.; William Shulman, pur. agt.; Thomas Richardson, traffic mgr.; E. Muhme, pub. rel. mgr. **Det. Rep.**—Eugene J. Ellison, 462 Eastlawn, Detroit 15, Mich. **Adv. Agcy.**—Stockwell & Marcuse, Detroit, Mich.

SOUTH BEND WOOD PARTS, INC., 1344 W. Sample st., South Bend 21, Ind. Station wagon wood parts, radio and television cabinets, automotive, industrial and agricultural wood parts. D. H. Sanders, pres. and secy.; N. S. Bowsher, vice-pres. and treas.; P. E. Gerber, prod. mgr.; W. M. Leslie, pur. agt.

SO. CALIF. PLATING CO., 3434 San Fernando rd., Los Angeles 65, Calif. License plate frames, cut-out nameplates, booster plates, paperweights. Leonard De Belle, pres., owner, gen. mgr.; Joseph Bessolo, wks. mgr.; E. Wallace Titzell, sales mgr.

SOUTHERN FIBER FABRICS, 585 Wells st., S.W., Atlanta, Ga. Fiber fabrics. W. D. Ellis, pres.; Wm. M. Thomson, wks. mgr.; Wiley P. McGinty, sales mgr. **Adv. Agcy.**—Robert E. Martin & Co., Atlanta, Ga.

SOUTHERN FRICTION MATERIALS CO., Box 1475, Charlotte 1, N. C. Woven asbestos brake lining, molded asbestos brake lining. Howard Snow, pres.; John O. Camp, vice-pres., sales and adv. mgr.; Clayton Daniel, secy.; W. W. Dunkin, treas.; F. L. Johnston, wks. mgr.; DeWitt R. Austin jr., asst. sales mgr.; Clayton Daniel, chief engr. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C. I. T. Ayer, acct. exec.

SOVEREIGN PLAN, INC., THE, 2241 S. Indiana, Chicago 16, Ill. Service promotional systems, dealer forms, 30,000-mile new car service bonds. Samuel R. Stiefel, pres.; Harold Eisenstein, secy. and treas.; Bernard D. Verin, gen. mgr.; Guy Wilson, 1 E. 36th st., Indianapolis, Ind., sales mgr.

SPARTON AUTOMOTIVE, Div., The Sparks - Withington Co., Plant No. 1, North st., Jackson, Mich. Air and electric horns (automotive warning signals), directional signal lamps, self-cancelling directional signal switches, clearance lamps; stop, fog and backup lights; polarized rear view mirrors. E. W. Gentz, gen. mgr.; J. J. Bigelow, sales and adv. mgr.; O. A. Rhein, asst. sales and adv. mgr.; George White, chief engr.; John Towler, pur. agt. **Adv. Agcy.** Brooke, Smith, French & Dorrance, Inc., Detroit, Mich.

SPEAKER CORP., J. W., 3059 N. Weil st., Milwaukee 12, Wis. Vulcanized tube repairs, vulcanizing outfits, tire, casing patches, rubber tire rivets, cold patch kits, splash guards, car and truck mirrors, clearance, marker and identification lamps, directional signals, school bus warning light kits, backup lights, stop and tail lights, reflectors, hand brake signal lights. J. W. Speaker, pres., treas. and gen. mgr.; D. Brace, vice-pres.; H. K. Watson, secy. and wks. mgr.; W. A. Goes, asst. sales mgr.; A. McDowell, asst. serv. mgr.; F. D. Sullivan, pur. agt.; C. Gutowsky, traffic mgr. **Adv. Agcy.** — Cramer-Krasselt, Ind., Milwaukee. Howard Shaw, acct. exec.

SPEE-FLO CO., 720 Polk, Houston 2, Tex. Complete line of automotive and industrial hot spray painting equipment. G. S. Levey, pres.; A. Clark, treas.; J. C. McCord, sales mgr.; S. F. Harvey, serv. mgr.; Z. Shay, traffic mgr. **Adv. Agcy.**—Charles Crosson & Co., Houston, Texas. Charles Crosson, acct. exec.

SPEED WAY MFG. CO., 1834 S. 52nd ave., Cicero 50, Ill. Portable electric tools, fractional horsepower motors. W. B. Scace, pres.; J. R. DeBacher, vice-pres.; S. E. Sace, vice-pres., engrg.; D. G. Collins, sales mgr.; G. Winkley, pur. agt. **Det. Rep.** — R. Dykstra Co., 7701 Mack ave. **Adv. Agcy.** — Ross Llewellyn, Chicago, Ill. Ross Llewellyn, acct. exec.

SPEEDI-DRI CORP., 210 W. Washington Square, Philadelphia 5, Pa. Speedi-Dri, Sol-Speedi-Dri, Driocel. R. H. Hubbell jr., pres.; H. M. Gwyn jr., vice-pres., adv. mgr.; W. E. Sawyer jr., secy.; R. A. Hogan, sales mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

SPENCER MANUFACTURING CO., Spencer, O. Axle and propeller shafts, trailer axles and spindles. C. E. Everhart, pres. and treas.

SPENCER-SAFFORD LOADCRAFT, INC., East City, August, Kans. Truck-trailers, fifth wheels, truck - trailer axles, electronic weighing and measuring devices, truck-trailer brakes, aircraft components. E. S. Safford, pres.; Wm. H. Seed, vice-pres.; Elizabeth Ann Safford, secy.; F. H. Ortmann, asst. treas.; L. E. Weiss, gen. mgr.; W. Schultz, wks. mgr.; J. Clinger, sales mgr.; W. C. Benson, chief engr.; L. Pennington, pur. agt. **Adv. Agcy.**—Associated Advertising Agcy., Wichita, Kans. C. R. Sullivan, acct. exec.

SPICER MFG. DIV., Dana Corp., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power takeoffs, railroad generator drives, frames. C. A. Dana, chmn. of bd.; R. E. Carpenter, pres.; J. E. Martin, exec. vice-pres.; J. V. Melick, vice-pres. and secy.; Wm. Fairhurst, vice-pres., sales and adv. mgr.; L. L. Melick, treas. and asst. secy.; R. B. Haynes, vice-pres. mfg.; D. D. Robertson, sales mgr.; W. L. Stone, asst. sales mgr.; S. F. Dupree, mgr. serv. parts dept.; R. P. Lewis, exec. engr.; E. C. Sudhoff, dir. of pur.; Paul W. Kieser, dir. of pub. rel. and adv. mgr.; W. J. Bryan, traffic mgr.; C. F. Souder, asst. adv. mgr. **Adv. Agcy.**—C. A. Kroening, Inc., 205 S. Franklin st., Chagrin Falls, O.

SPONGE RUBBER PRODUCTS CO., 294 Derby pl., Shelton, Conn. All types automotive sponge rubber — molded forms, stripping, cord, tubing, sheet and pads; die-cut shapes and forms; foam rubber for cushioning; rubberized curled hair. Frederick M. Daley, pres.; William R. Todd, secy.-treas.; Ralph Holbrook, Donald Spengler (plant A), Jack Montefalco (plant B), Anslem Talalay (plant D), wks. mgrs.; Wm. F. Lang, sales mgr.; John J. Corrigan, adv. mgr.; Chas. Connor, serv. mgr.; L. H. DeWyk, cf. engr.; Robt. G. Nicol, pur. agt.; Arthur Hunn, traffic mgr. **Det. Rep.** — Banian Corp., New Center bldg., Detroit. **Adv. Agcy.**—Conklin Mann and Son. Conklin Mann jr., acct. exec.

STAHL METAL PRODUCTS, INC., 3490 W. 140 st., Cleveland 11, O. Utility workshop trailers, utility service truck bodies. C. J. Stahl, pres., gen. mgr.; John Hay, vice-pres.; Bedford Forrest, plant supt.; Stanley Kwolek, sales mgr.; Joe Mitchell, pur. agt., traffic mgr. **Adv. Agcy.**—Sorrell and Sons Co., 510 Bulkley bldg., Cleveland 15, O. John Sorrell, acct. exec.

STAMPING PRODUCTS & MFG. CO., 14001 Intervale, Detroit 27, Mich. Metal stampings, steel overhead garage doors. John Colombini, pres. and gen. mgr.; Frank De Mascio, vice-pres. and sales mgr.; George Snider, secy.; Mrs. Grace Shuman, treas.; Fred Groh, wks. mgr.; Carl J. Good, pur. agt.; Robert Bockenstette, traffic mgr.

STANDARD COTTON PRODUCTS CO., 2701 Camden ave., Flint 1, Mich. Automobile pads, cotton, sisal and jute. Robert N. Green, pres.; Milton G. Warren, Charles L. Dodge, vice-presidents; Ellis H. Warren, secy.-treas. and gen. mgr.; Eldred G. Duffy, wks. mgr.; Milton G. Warren, traffic mgr.; Charles L. Dodge, pub. rel. mgr. **Det. Rep.** — Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit.

STANDARD DIE CAST CO., 1900 E. Milwaukee ave., Detroit 11, Mich. Automobile accessories. Willis B. Anderson, sales mgr., adv. mgr. and sales prom. mgr.

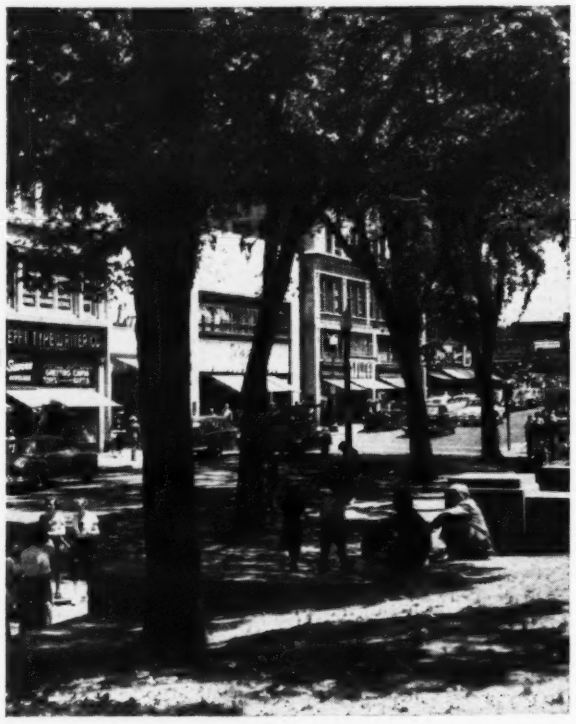
STANDARD FORGE & AXLE CO., Hunters Station, Montgomery 2, Ala. Trailer axles, brakes, hubs, brake drums, spring suspensions, forgings. John G. Hagan, pres. and treas.; L. H. Waller, secy.; H. R. Silver, gen. mgr. and cf. engr.; W. R. McBride, wks. mgr.; J. A. Rumbley, sales mgr.; James A. Dillard, adv. mgr.; V. R. Ferguson, pur. agt. **Adv. Agcy.**—James Adv. Co., Montgomery, Ala.

STANDARD MFG. CO., Willow st., Mount Airy, N. C. Materials handling equipment, trucks, trailers, dollies, casters, wheels and tires for the automotive and aircraft industry. R. G. Ashburn, pres. and gen. mgr.; Lloyd O. Hughes, vice-pres.; J. M. Ashburn, secy.-treas.; E. C. Rankin, sales mgr.; Curtiss Long, Long Adv. Co., adv. mgr.; H. V. Vaughn, cf. engr.; George L. Caraway jr., pur. agt.; Troy M. Payne, parts and acc. mgr.

STANDARD MOTOR PRODUCTS, INC., & HYGRADE PRODUCTS DIV., 37-18 Northern blvd., Long Island 1, N. Y. Ignition products, auto-electrical products, wire and cable, carburetor kits, fuel pumps, speedometer cable and casing. E. Fife, pres.; H. O. Rosenstein, vice-pres.; L. Woda, wks. mgr.; J. F. Kenny, sales mgr.; A. Roffman, adv. mgr.; E. Kameny, cf. engr.; I. Beck, pur. agt.; N. Sills, pub. rel. mgr. **Adv. Agcy.**—Friend, Reiss, McGlone Advertising, New York, N. Y. H. Reiss, acct. exec.

STANDARD OIL CO. (Indiana), 910 S. Michigan ave., Chicago 80, Ill. Petroleum

(Continued on Page 219)



FARM PEOPLE are important customers of the automotive industry. Take Butler County, Kans., for instance, with 2207 farms. These farm families own 2064 cars, 1402 trucks, 2340 tractors. That's an average of 2.6 automotive units per farm.

...AND MAIN STREET TOWN PEOPLE are equally important. They are way above average in car ownership. About 2450 of the 3500 families in Eldorado, county seat of Butler County, own one or more cars. If these 3500 families lived in a big city like Chicago, only about half as many would be car owners.

Together they equal America's biggest automotive market

The people of the Country-Side Market—both farm and non-farm—live side by side and, from a distribution standpoint, are one market. But it takes two kinds of magazines to reach and sell the whole Country-Side Market—a farm magazine for the farm customers, a town journal for the non-farm customers. That is the Country-Side Unit—a 4-million package buy at a package price.

Farm Journal, of course, is America's largest, most successful farm magazine. Pathfinder, the Town Journal, is the *only* news-base magazine devoted exclusively to Country-Side family interests. Together, as the Country-Side Unit, they reach and sell 4,000,000 of the best families in America's biggest automotive market. The Country-Side Unit gives manufacturers and their dealers exactly what they want. For manufacturers, it is a powerful new sales approach to the *whole* Country-Side Market. For dealers, it has the local impact they demand: coverage among their best customers and prospects *like a local newspaper.*

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THE COUNTRY-SIDE UNIT . . .

4,000,000 of the best automotive customers in America's biggest automotive market

THE COUNTRY-SIDE UNIT SELLS THE WHOLE COUNTRY-SIDE MARKET

Who's Who in Auto Industry

(Continued from Page 218)

products. A. W. Peake, pres.; F. O. Prior, exec. vice-pres.; David Graham, financial vice-pres.; L. E. Harmon, secy.; W. A. Culin, treas.; A. C. Sailstad, gen. mgr.; W. I. Nunn, adv. mgr.; R. K. Byars, asst.; D. A. Monro, mgr. of pur.; Conger Reynolds, pub. rel. mgr. **Det. Rep.**—F. J. Swindell, 1011 4th ave. **Adv. Agcy.**—McCann-Erickson, Inc. and Batten, Barton, Durstine & Osborn, Chicago, Ill.

STANDARD PRESSED STEEL CO., Jenkintown, Pa. Socket cap screws, dowel pins, shop desks, self-locking nuts, tool stands and cabinets, hand trucks, pressure plugs, steel stools. H. Thomas Hallowell jr., pres.; J. Whiting Friel, vice-pres.; William I. Kryder, secy.; James V. Lester, treas.; George A. Gade, vice-pres., sales; A. W. Scott, adv. mgr.; A. A. Leedom, cf. engr.; E. Y. Bready, dir. of pur. **Det. Rep.**—Daniel F. Hulgrave jr., 944 Harper ave. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. H. R. Hallowell, acct. exec.

STANDARD PRODUCTS CO., sales div., 316 Fisher bldg., Detroit 2, Mich.; Adm. offices, 2130 W. 110th st., Cleveland 2, O. Auto glass window channel; weatherstrip; scuff plates; molded and extruded rubber; molded thermo-plastics; rolled metal sections; automotive door locks, supports, checks, latches and controls. J. S. Reid, chmn. of bd.; H. D. Myers, pres. and gen. mgr.; F. R. Valpey, vice-pres.; R. E. McIntyre, vice-pres. and treas.; E. C. Moody, asst. treas.; W. H. Thourlby, gen. sales mgr.; E. A. Norris, div. mgr. (Port Clinton, O. plant); W. C. Nordstrom, div. mgr. (Cleveland, O. plant); C. B. Haas, div. mgr. (St. Clair, Mich. plant); J. M. Henry, div. mgr. (Gaylord, Mich. plant); O. Cook, div. mgr. (Lexington, Ky. plant); J. A. Rochon, div. mgr. (Long Beach, Calif. plant); F. A. Best, pres. Standard Products (Canada) Ltd. P. O. Box 427, Windsor, Ontario (Canada plant).

STANDARD STEEL SPECIALTY CO., Beaver Falls, Pa. James B. Jamison, pres., gen. and adv. mgr.; Thomas P. Wagner, vice-pres. and treas.; S. Keith Riddle, secy.; Daniel Bingle, wks. mgr.; J. A. Jackson, sales mgr. **Det. Rep.**—A. T. Thompson, 3049 E. Grand blvd., Detroit 2.

STANDARD STEEL SPRING CO., Fourth ave., Coraopolis, Pa. Automotive bumpers, leaf springs, coil springs, universal joints, steel floor grating, automotive cushion springs, corronizing process. R. C. Enos, pres.; C. J. Queenan, exec. vice-pres.; C. B. Black, vice-pres.; M. B. Hammond, adv. mgr. **Adv. Agcy.**—Marsteller-Gebhardt-Reed, Inc., Pittsburgh, Pa.

STANDARD-THOMSON CORP., 216 S. Main st., Dayton 2, O. Spotlights, backup lights, thermostats, temperature control devices. R. N. Webster, pres.; J. E. Golob, L. G. Zarbock, R. H. Hummert, vice-presidents; F. E. Weller, secy. and treas.; J. E. Golob, gen. mgr.; C. W. Bondurant, cf. engr.; L. G. Zarbock, sales mgr.; J. P. Malmstrom, exec. engr.; E. J. Connors, adv. and sales prom. mgr.; Van B. Lewis, pur. agt. **Det. Rep.**—L. M. Payne Co.

STANDARD TUBE CO., 24400 Plymouth rd., Detroit 28, Mich. S. L. Willis, pres. and gen. mgr.; T. F. Thornton, exec. vice-pres.; L. M. Hogan, vice-pres., sales and adv. mgr.; M. H. Cosgrove, secy.-treas.; T. F. Marlow, vice-pres. of operations; A. R. Schumann, mgr. of sales; W. H. Linow, mgr. of orders; R. C. Ofenstein, cf. engr.; J. A. Robinson, pur. agt.; J. Goodfellow, pub. rel. mgr. **Det. Rep.**—Home office. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit, Mich. W. Chittenden, acct. exec.

STANLEY CO., INC., JOHN T., 626-662 W. 30th st., New York 1, N. Y. Car washes, auto soaps, polishes, brake liquids, radiator compounds, etc. A. T. Stanley, pres. and treas.; J. W. Stanley, vice-pres.; J. T. Stanley, secy.; N. S. Dahl, gen. mgr.; F. E. Finlay, wks. mgr.; Norman F. Dahl, sales mgr.; H. Greene, cf. engr.; B. J. Adams, pur. agt. **Adv. Agcy.**—Picard, New York City, N. Y. R. A. Picard, acct. exec.

STANT MFG. CO., INC., 1620 Columbia, Connersville, Ind. Electroplaters, designers, metal products. K. E. Stant, pres.; I. H. Stant, vice-pres.; T. G. Thurston, treas.; E. R. Bowden, gen. mgr. and sales mgr.; L. A. Bohlander, supt.; L. J. Smith, cf. engr.; R. J. Wright, pur. agt.; Harold E. Hassler, mgr. jobbing div. **Det. Rep.** — W. H. Garrett, 701 Basso bldg.

STAR MACHINE & TOOL CO., 201 Sixth st., S.E., Minneapolis 14, Minn. Brake relining machines, brake lining appliers. Star Hydro-Lift cranes. A. O. Wisti, owner; J. W. Bermes, sales mgr. **Adv. Agcy.**—Claude Efnor, Minneapolis, Minn.

STARRETT CO., L. S., Crescent st., Athol, Mass. Mechanics' hand measuring tools, precision instruments, hack saws, band saws, dial indicators, steel tapes, precision ground flat stock. A. H. Starrett, pres.; W. J. Greene, vice-pres. and dir. of sales; W. F. Findlay, treas.; C. G. Nordmark, adv. mgr.; A. E. Williams, cf. engr.; C. B. McMillan, pur. agt.; G. F. Kugler, traffic mgr. **Det. Rep.**—W. R. Barlow. **Adv. Agcy.**—Walter B. Snow & Staff, Boston, Mass. Harold Bugbee, acct. exec.

STEEL PRODUCTS CO., INC., P. O. Box 1007, Savannah, Ga. Trailers (cargo vans, refrigerated vans, flat bed trailers, tank trailers, log trailers), truck bodies, truck tanks and trailer tanks. George A. Mercer jr., pres. and treas.; Christopher Hammond jr., vice-pres. and gen. mgr.; L. H. Cassell, secy.; S. J. Kennard, sales mgr.; J. A. Griner, serv. mgr.; J. C. Cheshire, gen. supt.; C. A. Inglesby, cf. engr.; Geo. Mercer III, pur. agt.

STELLO PRODUCTS CO., 704 S. Main, Hutchinson, Kans. Mfg. lubricating equipment, metal embossed signs, barrel pumps. W. R. Charles, sales mgr.

STEMAC CO., 1277 S. Cherokee st., Denver, Colo. Die cast chrome name plates, product identification plates, personalized monograms, plaques. W. E. Stevens and Everett L. McKanna, co-owners.

STEPHENS-PECK, INC., 371 S. W. Temple, Box 1826, Salt Lake City 10, Utah. Publishing "Pecks Title Book." V. E. Peck, pres.; Leo Johnson, Allan Rogers, vice-presidents; A. D. Peck, secy., treas.; Kieth Acord, gen. mgr.

STEPHENSON FDRY. & MFG. CO., J. O., 548 E. Fort st., Detroit 26, Mich. Step draulic, transmission jacks, engine supports, special service tools, On-A-Car, truck, bus and aircraft, static dynamic wheel balancers, wheel adjustment and correction equipment. J. O. Stephenson, pres.; J. H. Hillis, wks. mgr.

STEVENS MFG. CO., Mount Pleasant, Mich. Grille guard and utility rack. Frank E. Stevens, pres. and sales mgr.; Helen S. Stevens, vice-pres.; Arthur H. Ledbeter, secy.; Luther R. Manning treas.; Duane G. Taylor, wks. mgr.; William F. Tilton, cf. engr.

STEWART STEEL PRODUCTS, INC., 1785 E. New York ave., Brooklyn 7, N. Y. Manufacturers of all-steel station wagons: model 705, 8-pass.; model 707, 11-pass.; model 709, 15-pass. Henry Skrill, pres.; Rose Skrill, secy.; S. Henry, adv. and sales prom. mgr.; D. Sills, pur. agt.

STEWART-WARNER CORP., 1826 Diversey pkwy., Chicago 14, Ill. Lubrication systems, equipment, lubricants, wheel balancers, instruments (panels, speedometers, gauges, tachometers), heaters, heating equipment. J. S. Knowlson, pres.; F. A. Hiter, senior vice-pres.; J. I. Minteer, secy.; Fred Kirch, treas.; Geo. L. Meyer jr., vice-pres.; Gus Treffeisen, sales mgr. (Alemite and auto heater div.); E. N. Robinson, sales mgr. instruments (distribution div.); L. L. Robb, sales mgr. (wholesale Alemite and instruments); F. R. Cross, adv. mgr.; Jack Reinsma, serv. mgr.; David Peterson, dir. of engrg. and mfg.; E. N. Osterberg, dir. of pur.; R. C. Stockton, traffic mgr.; C. W. (Ted) Grange, pub. rel. mgr. **Det. Mgr.** — H. J. Howerth, General Motors bldg., Detroit, Mich. **Adv. Agcy.** — MacFarland-Aveyard Co., Chicago, Ill. A. B. Dicus, acct. exec.

STOKES TAX CONTROLS, INC., 243 W. 55th st., New York 19, N. Y. Tax and business bulletins for automobile dealers since 1932 and publishers of "Stokes Tax Controls" for automobile dealers. A. A. Lally, editor and gen. mgr.; K. H. Clune, secy., subscrip. mgr. **Adv. Agcy.**—Jack H. Ferrara, Inc., New York, N. Y. Jack Ferrara, acct. exec.

STORM-VULCAN, INC., 2225 Burbank st., Dallas 19, Tex. Crankshaft grinder, connecting rod grinder, connecting rod boring machine, piston grinder, cylinder boring bar, connecting rod aligner, connecting rod press, cylinder base and stand, cylinder boring plates, kotafin polishing machines, Turbo blast washing machines, camshaft grinder, cylinder head milling machine, crankshaft straightening press. L. D. Tuttle, pres.; T. L. Kidd, vice-pres., gen. mgr.; J. L. Tuttle, secy.-treas.; Lynn Northrup, vice-pres., mgr. Turbo blast dept.; H. Phillip Scarborough, sales mgr.; Olov Olsson, cf. engr.; Ansel Hagstrom, prod. mgr.

STRAHMAN VALVES, INC., 16 Hudson st., New York 13, N. Y. Water saver spray nozzles for car washing, hose stations for car washing. Herman Strahman, pres.; Theodore Strahman, vice-pres. and secy.; Herman Strahman jr., treas. and wks. mgr.; Ralph D. Jaegle, gen. mgr.; Dietrich Strahman, sales and adv. mgr.; Henry Strahman, cf. engr.; Ralph D. Jaegle, pur. agt. **Adv. Agcy.**—Picard Agency, 48 East 43 st., New York City. D. Picard, acct. exec.

STRAN-STEEL DIV. of Great Lakes Steel Corp., Ecorse, Detroit 29, Mich. Quonset buildings, Stran-Steel framing. J. E. Bowen, gen. mgr.; C. B. Gorey, asst. gen. mgr.; J. G. Skaaren, mgr. Quonset sales; H. K. Lewis, dir. information bureau; C. F. Craig, adv. mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. W. H. Gage jr., E. W. Brown, acct. exec.

STRELINGER CO., THE CHAS. A., 149 E. Larned st., Detroit 26, Mich. Distributor of machine tools, cutting tools, power transmission equipment, material handling equipment, industrial safety equipment, industrial supplies, grinding wheels, gears, air tools, pipe tools, electric tools. Chas. T. Bush, pres. and gen. mgr.; A. S. Bush, vice-pres.; John N. Failing, asst. vice-pres. and sales mgr. in supply div.; G. L. Gibson jr., treas.; V. Lee Edwards, secy. and dir. of pur.; O. Runge, gen. contr.; Edward L. Riggs, mgr. machine tool div.; D. B. Turner, store mgr.; J. W. Smith, mgr. quotations and telephone order desk; W. J. Doherty, gen. ind. sales div.; D. C. Henderson, adv. mgr.; Geo. A. Charles, asst. adv. mgr.

STRICK CO., Whitaker at Godfrey, Philadelphia 24, Pa. Commercial trailers. C. Bradford Sheppard, pres.; Solomon Katz, vice-pres. and treas.; Frank E. Gordon, vice-pres.; Maida Gordon, secy.; Joseph Raffa, plant supt.; Herbert Gross, sales mgr.; Herbert Rosenfeld, pur. agt.; Arthur Schwartz, parts mgr.; Charles Bohlen, cf. engr.

STRICKLAND MFG. CO., INC., 788 Broadway, Macon, Ga. Auto window garnish mold covers. H. L. Strickland, pres.; H. F. Strickland, secy. and treas.

STROMBERG TIME CORP., 109 Lafayette st., New York 13, N. Y. Time recorders, time stamps, clock systems, clocks, program instruments. A. J. Wilson, pres.; D. H. Walcott, vice-pres., gen. mgr.; A. E. Jackson, adv. mgr., sales prom. mgr. **Det. Rep.**—W. J. Spencer, 2832 E. Grand blvd., Detroit 11, Mich. **Adv. Agcy.**—Harry Berk, New York, N. Y.

STUDEBAKER CORP., 635 S. Main st., South Bend 27, Ind. Automobiles and trucks. Harold S. Vance, chmn. of the board and pres.; P. O. Peterson, exec. vice-pres. in chge. of prod.; K. B. Elliott, exec. vice-pres. in chge. of sales; H. E. Churchill, vice-pres. in chge. of engrg.; C. K. Whittaker, vice-pres. in chge. of Pacific div.; E. C. Mendler, vice-pres. in chge. of parts and access. div.; R. A. Hutchinson, vice-pres. in chge. of Export div.; Paul M. Clark, secy.; E. E. Richards, treas.; A. J. Porta, compt.; George Westphal, gen. supt.; Paul R. Davis, gen. sales mgr.; T. F. Laughlin, asst. gen. sales mgr.; Courtney Johnson, asst. to the pres.; R. G. Hudson, mgr. of truck div. and dir. of nat'l. accts.; C. F. Watson, sales prom. mgr.; R. B. Bender, gen. serv. mgr.; W. R. Walton, dir. of pub. rel.; John Soelch, dir. of pur.; C. M. Mitchell, asst. pur. agt.; J. J. Crimmins, traffic

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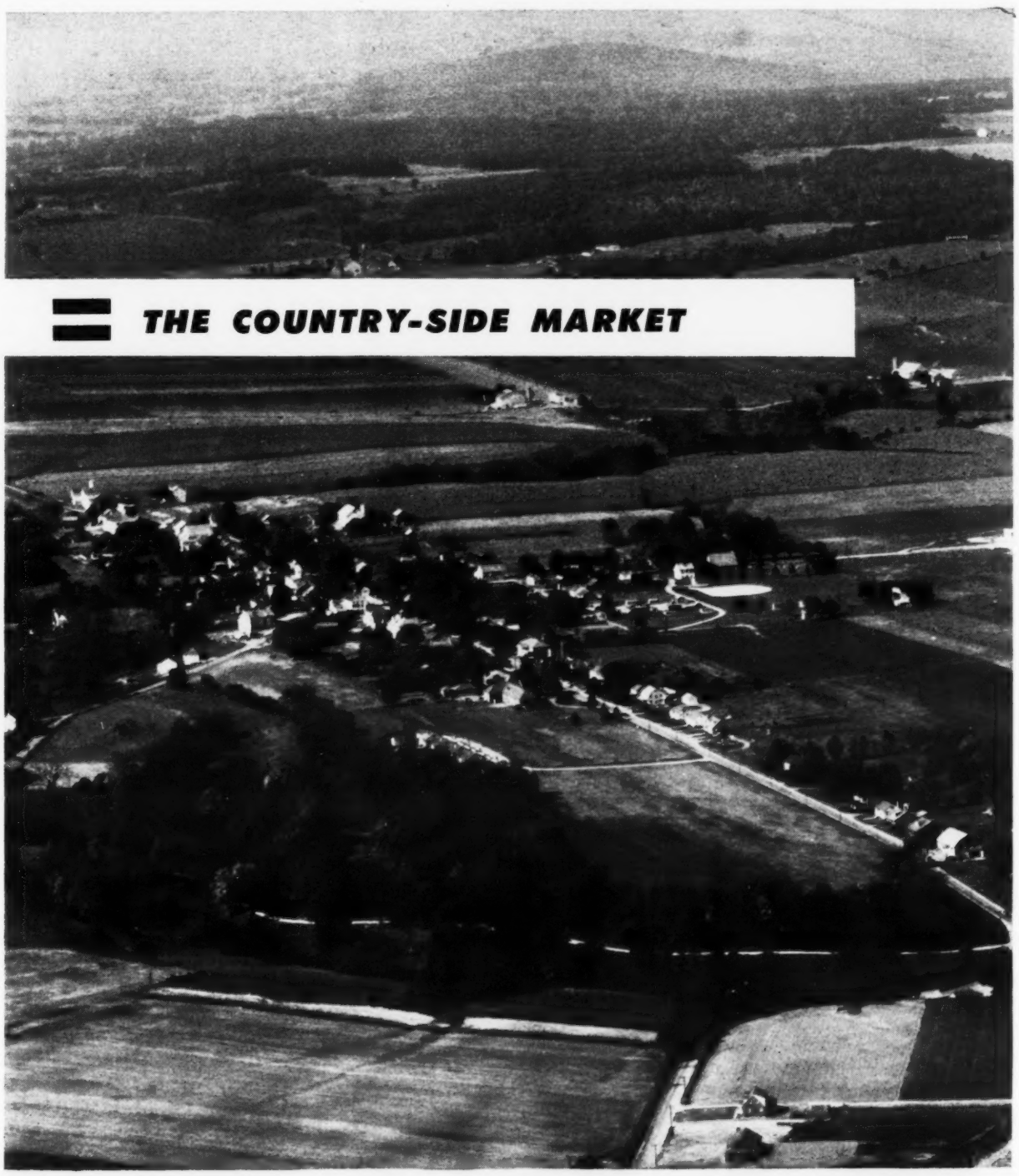


There are 43 million families in the United States. Nineteen million of them— more than half the people —live in trade centers of less than 10,000, in crossroads villages, down country lanes, or on farms. This is the Country-Side Market—America's Biggest Automotive Market.

Country-Side families *buy well over half the nation's cars, over a third of the trucks and just about all the tractors.* Country-Side families account for most of the nation's service business. There are very few dealers, in fact, who do not depend on these people for at least a portion of their business—and a majority of the nation's dealers get *all* their business from Country-Side families.

That's why dealers are pleased when automotive advertisers give them sales support through the Country-Side Unit—a combination of Farm Journal and Pathfinder Magazines—by far the biggest approach to America's biggest automotive market.

Who's Who in Auto Industry

(Continued from Page 219)

mgr. **Adv. Agcy.** — Roche, Williams & Cleary, Chicago, Ill. J. P. Roche, acct. exec.

STUDEBAKER MACHINE CO., 1221 S. Ninth ave., Maywood, Ill. Hydraulic presses and vises. Ward E. Guest, pres. and gen. mgr.; R. Hudgins, wks. mgr.; Chris Tonne, adv. mgr.; W. W. Yaschenko, cf. engr. **Det. Rep.**—Kilpatrick & Martin, 616 Pallister ave. **Adv. Agcy.**—Jacobsen & Tonne, Chicago, Ill.

STYLECRAFT SPECIALTIES CO., 27940 Groesbeck hwy., Roseville, Mich. Simulated wire wheels, headlight shield marguards, fender ornaments, tire and wheel locks, Chrome-Vue visor, interior sun shade, rear window division bars. Arnold P. Capitani, pres., sales mgr. and pur. agt.; L. M. Capitani, vice-pres.; M. Locke, gen. mgr.; Gene N. Zueck, cf. engr. **Adv. Agcy.**—Sack's Studios, Detroit, Mich.

SUN ELECTRIC CORP., Administrative Office and Electronic Div., 6323 Avondale ave., Chicago 31, Ill.; also Industrial Div. Plant located in Bellwood, Ill. Scientific automobile engine diagnosis equipment; diagnosis departmental background, complete motor, distributor, generator regulator, starter, speedometer, combustion, coil, condenser, vacuum, volts ampere, and battery starter testers. Power timing lights 6, 12 and 24 volts, battery chargers, generator regulator testers, oil pressure testers, alternator testers, electric tachometers and a full line of specially designed and engineered automotive electrical test equipment built to order for civilian, military and production purposes. O. L. Rhoades, pres. and gen. mgr.; R. R. Malik, exec. vice-pres.; R. F. Christopher, vice-pres. and dir. of export sales div.; J. P. McCabe, vice-pres., dir. of factory sales serv. div.; W. W. Squier, vice-pres., dir. of educational training div.; E. A. Lair, vice-pres., dir. of instrument tachometer div.; J. A. Doyle, vice-pres., dir. of military products div.; V. C. Westberg, vice-pres. in chge. of engineering and research; H. M. Coffman, secy. and treas.; R. A. Bland, Eastern Region sales mgr.; H. M. Lynch, Western Region sales mgr.; J. M. Wagner, Central Region sales mgr.; G. Cleveland, prod. mgr.; R. E. Kane, pur. mgr.; D. J. Westlake, pub. rel. mgr. Branches and technical training centers in 16 cities. **Adv. Agcy.**—Van Auken, Ragland & Stevens, 326 W. Madison st., Chicago 6, Ill.

SUN OIL CO., 1608 Walnut st., Philadelphia 3, Pa. Gasoline, motor oil and other refined petroleum products. Joseph N. Pew jr., chmn. bd. of dir.; Robert G. Dunlop, pres.; Jno. G. Pew, vice-pres.; Clarence H. Thayer, vice-pres.; Frank R. Markley, vice-pres.; John C. Agnew, secy. and treas.; Donald P. Jones, compt.; H. W. Unruh, asst. secy. and asst. treas.; H. O. Cameron, asst. secy.; Joiner Cartwright, asst. secy.; S. M. Gladney, asst. secy.; W. W. Wright, dir. and gen. sales mgr.; Storrs J. Case, adv. mgr.; Palmer D. McKay, asst. adv. mgr. for motor products; William B. Daub, asst. adv. mgr. for indust. products; Paul D. Barton, cf. engr.; mfg. engr.; Raymond H. Anders, dir. of pur.; Roy A. Hurst, asst. pur. dir.; Thomas G. Rabbitt, gen. traffic mgr.; Franklyn Waltman, dir. of pub. rel. **Det. Rep.** — Regional Office, 2117 National Bank bldg., Detroit 26, Mich. **Adv. Agcy.**—Hewitt, Ogilvy, Benson & Mather, Inc., New York, N. Y.

SUNNEN PRODUCTS CO., 7910 Manchester, St. Louis 17, Mo. Automotive engine rebuilding equipment, pin-fitting machines, cylinder hones, rod aligners, portable crankshaft grinders, bearing sizers, mechanics' hand tools. Joseph Sunnen, pres.; Werner F. Boldt, gen. mgr.; N. H. Hale, adv. mgr.; R. S. Nichols, pur. agt. **Adv. Agcy.**—O. R. French & Assoc., St. Louis, Mo. K. J. Bayer, acct. exec.

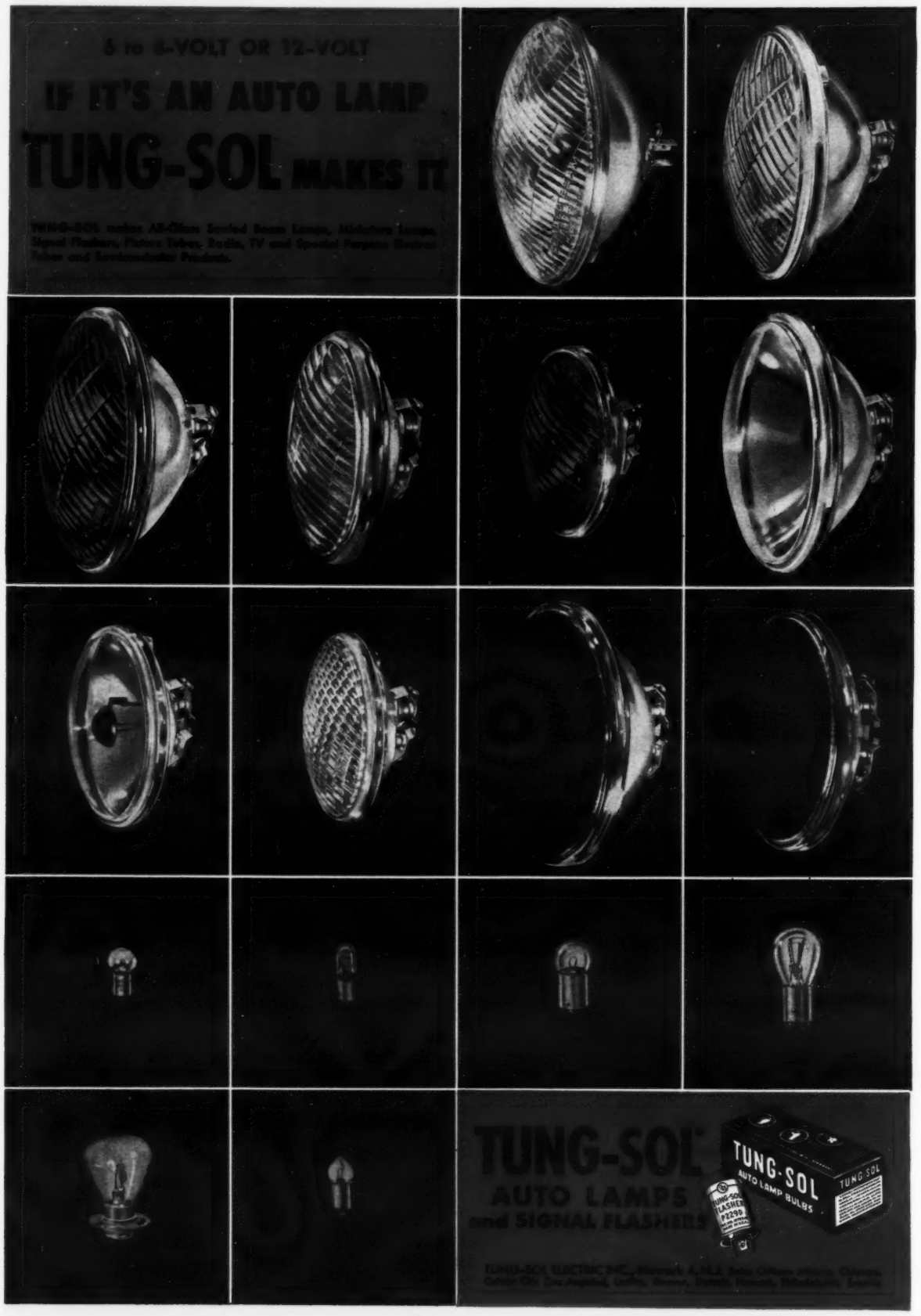
SUPERIOR BRASS WORKS, 312 S. Crawford, Detroit 17, Mich. Brass and bronze bushings. J. M. Burke, pres. and gen. mgr.; F. M. Klump, vice-pres.; C. W. Thurmes, secy.-treas.; Peter Costa, wks. mgr.

SUPERIOR COACH CORP., Lima, O. School coaches, passenger coaches, funeral coaches and ambulances. J. H. Shields, pres.; L. H. Larsen, vice-pres. and treas.; P. O. Krogh, vice-pres., mfg.; G. L. Runkle, vice-pres., engrg.; R. D. Johns, dir. of materials div.; C. D. Shields, mgr. school coach div.; C. R. Schofield, mgr. integral coach div.; F. C. Rees, mgr. funeral coach div.; C. D. Blauvelt, dir. of foreign sales; J. W. Wilt, dir. adv. and sales prom.; D. G. Russell, mgr. adv. div.; W. R. Roush, mgr. sales prom. div.; T. J. Davidson, mgr. service div.; R. E. Hunt, pur. agt.; W. D. Stewart, compt. **Adv. Agcy.** — Howard Swink Adv. Agcy., Marion, O. John Plank, acct. exec.

SUPERIOR STEEL CORP., Carnegie, Pa. Strip steel; spring steel; alloy, stainless, clad metals and other specialties. Carl I. Collins, pres.; E. J. Reardon, vice-pres. opr.; E. A. Carlson, secy.; R. P. Fierst, treas.; W. M. Cowles, vice-pres. in chge. of sales; K. W. Massey, development engr.; John Bighan jr., asst. sales mgr.—stainless; F. K. Myers, asst. sales mgr.—alloy and spring steels; F. L. Fox, asst. sales mgr.—clad metals; K. W. Grube, gen. supt.; J. H. Morgan, pur. agt.; P. W. Pheneger, gen. supt.—clad metal plant; C. L. Raco, traffic mgr.; P. R. McMahon, indus. rel. **Det. Rep.**—L. D. Walters, 626 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Walker & Downing, 526 Oliver budg., Pittsburgh 22, Pa.

SUPERSITE CORP., 384 Canal Place, New York 51. Mirrors, penetrating and motor tuneup fluids, Protekt - A - Dor (door bumper). William Berk, pres.; J. I. Berk, vice-pres., adv. and sales mgr.; R. B. Berk, secy.; Harvy Coe, wks. mgr. Rene Daon, cf. engr. **Det. Rep.**—J. T. Templeton. **Adv. Agcy.**—Geoffrey Roberts Adv. Agcy., New York.

SUSQUEHANNA MILLS, INC., 404 Fourth ave., New York 16, N. Y. Auto seat cover fabrics. Kenneth B. Cook, pres.; J. Harry Johnson, vice-pres.; Wm. J. McDonald, secy. and treas.; Peter H. Conze, plastics and automotive fabrics; W. A. Kerstetter, gen. mgr. Sunbury plant. Adv. Agcy.—(automotive fabrics only) — MacManus, John & Adams, Bloomfield Hills, Mich. E. Jones, acct. exec.



SWACO PRODUCTS CORP., 204-08 Jamaica ave., Hollis 23, N. Y. Whitewall tire cleaner, car wash, hand cleaner. S. Woursell, pres. and wks. mgr.; L. Klemm, secy. **Det. Rep.**—J. D. Federbusch, 160 S. Gulley rd., Inkster, Mich.

SWAN RUBBER CO., 436 E. Mansfield st., Bucyrus, O. Garden and air hose, heater hose for replacement and original equipment. M. G. Nussbaum, pres.; Fred C. Ward, vice-pres. and treas.; R. V. Priebe, secy. and pur. agt.; Cody Ressegger, wks. mgr.; M. W. Miller, sales mgr. and adv. sales prom. mgr.; C. E. Jacobs, cf. engr.; J. C. Fletcher, traffic mgr. **Det. Rep.**—Allen & Anderson Co., 212-214 Briggs bldg., Birmingham, Mich. **Adv. Agcy.**—Belden & Hickox, Cleveland, O. Jack Bunting, acct. exec.

SWANNEY, McDONALD & WILLIAMS, 2929 N. Ontario st., Burbank, Calif. Stainless steel automotive accessories. Harry L. Williams, partner. **Det. Rep.**—Max A. Todd, 226 Boulevard Temple bldg., 2567 W. Grand blvd., Detroit 8, Mich.

SWEET CO., H. C., 24396 W. Seven Mile rd., Detroit 19, Mich. Marking machine for service shop floors, lanes, etc. Harold C. Sweet, pres.; Herbert O. Bailey, sales mgr. **Adv. Agcy.** — Tech Ad., Detroit, Mich.

SWIFT ALL-STEEL BODY CO., INC., 106 Hoyt st., Saginaw 29, Mich. All-steel truck bodies, meat bodies, urban bodies, bakery bodies, etc. Stanley H. Swift, pres., treas.; M. F. Swift, vice-pres.; Lyman J. Goes, secy.; W. H. McGraw, sales mgr.; Henry Pawlick, asst. to pres. traffic mgr. and pur. agt. **Det. Rep.**—W. H. McGraw, 3020 E. Grand blvd., Detroit. **Adv. Agcy.** — Bradford-LaRiviera, Inc., 205 N. Jefferson, Saginaw, Mich.

SWIFT MANUFACTURING CO., Columbus, Ga. Woven fiber seat cover material, cotton trim cloth, cotton open-mesh material, headlining (cotton and fiber). C. H. Williams, pres.; Paul K. McKenney jr., vice-pres. and sales mgr.; M. W. Andrews, vice-pres.; G. L. Williams, vice-pres. and secy.; H. A. Fuller, treas.; E. A. Bentley, supt.; **Seat Cover Sales Division:** M. W. Andrews, vice-pres.; L. R. Prator. **Adv. Agcy.**—Tucker Wayne & Co., Atlanta, Ga., Carolyn Harris, acct. exec.

SYRACUSE GAUGE MFG. CORP., 113 S. Midler ave., Syracuse 6, N. Y. Tire pressure gauges, fire alarm devices. Robert B. Collins, pres. and treas.; M. H. Collins, vice-pres.; M. Koplovitz, secy.; Richard F. Edwards, gen. mgr.; Francis O. Scherr, wks. mgr.; R. B. Collins, sales mgr. **Det. Rep.** — Raybern W. Davis, 16842 Warwick rd.

T

TALBOT'S AUTOMOBILE INVENTORY SERVICE, 124 S. Woodward ave., Birmingham, Mich. (a suburb of Detroit). Parts and accessories inventories for any car manufacturer's dealers — "Buy and Sell" specialists. Inventories of shop tools and equipment and office furniture and fixtures taken. F. W. (Bill) Talbot, owner.

TAPLEY PRODUCTS, 53 Park Place, New York 7, N. Y. Brake testing meters, brake efficiency indicators, "Q" performance and gradient meters. Gordon B. Dick; Kenneth C. Dick, co-owners. **Adv. Agcy.**—Richard & Gunther, New York, N. Y.

TAYLOR INSTRUMENT COMPANIES, Ames st., Rochester 9, N. Y. Industrial instruments for indicating, recording and controlling temperature, pressure, humidity, flow and liquid level; barometers, auto altimeters, thermometers, hygometers, anemometers, compasses, sling psychrometers, hydrometers. L. B. Swift, chmn. of bd.; R. E. Olson, pres.; H. J. Noble, exec. vice-pres. and treas.; R. C. Mertz, secy.; E. C. J. Purton, com'l sales mgr.; A. J. Fleig, indus. sales mgr.; Frank S. Ward, gen. sales mgr.; W. W. Lockwood, adv. mgr.; C. S. Connor, asst. adv. mgr.; N. C. Schmid, serv. mgr., parts and acc. mgr.; R. E. Clarridge, chief engr.; C. D. Hart, pur. agt.; M. J. Kuebel, asst. pur. agt.; L. Greene, traffic mgr.; W. Corwin, pub. rel. mgr. **Det. Rep.**—Coon DeVisser Co., 2051 W. Lafayette blvd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., Buffalo, N. Y. Champion Titus, acct. exec.

TECHNICAL TAPE CORP., W. 177th st., and Harlem River, New York 53, N. Y. Tuck masking tape, home workshop tape, masking paper, masker. Paul Cohen, pres., treas.; Maxwell I. Schultz, exec. vice-pres.; Jerome F. Cohen, vice-pres.; secy.; Charles Katz, vice-pres., dir. of purch.; Marc L. Lawson, vice-pres. dir. of sales; Thomas Taverna, vice-pres., dir. of engrg.; Louis S. Heyman, compt.; William Jacobs, traffic mgr.; Mario Perri, prod. mgr.; Joe Greenman, ch. chem.; Paul Shalita, dir. of research. **Det. Rep.**—Wm. Dougherty, 6432 Cass ave.

TECHNICAL TEXTILE CO., 4640 Large st., Philadelphia 24, Pa. Plastic cloth for seat covers. Morris Davidson, pres.

TEMPLETON, INC., J. T., 6432 Cass ave., Detroit, Mich. Manufacturers and sales for Calibromatic breaker plate. National sales for Pickwick Co. spring boosters. National sales for Polizzi Precision Products Co. (the educated nut). J. T. Templeton, pres. **Adv. Agcy.**—Holden, Clifford & Flint, 16180 Wyoming, Detroit, Mich. Robert LeRue, acct. exec.

TEXAS CO., 135 E. 42nd st., New York 17, N. Y. Petroleum products. W. S. S. Rodgers, chmn. of bd.; Harry T. Klein, chmn. of exec. comm.; J. S. Leach, pres.; R. F. Baker, A. C. Long, exec. vice-presidents; O. J. Dorwin, vice-pres. and gen. coun.; G. R. Bryant, E. R. Filley, M. Halpern, A. N. Lilley, L. H. Lindeman, A. M. Ottignon, J. H. Pipkin, R. L. Saunders, T. H. Webb, J. T. Wood jr., vice-presidents; R. Fisher, treas.; W. G. Elicker, secy.; E. C. Breeding, comptr.

TEXELENT CORP., 206 Amsterdam ave., New York 23, N. Y. Automotive seat covers. Harry A. Sallop, pres. and sales mgr.; Herbert A. Sallop, vice-pres. and adv. mgr. **Adv. Agcy.**—J. H. Behr, Cincinnati, O.

(Continued on Page 221)

Who's Who in Auto Industry

(Continued from Page 220)

TEXTILEATHER CORP., 607 Madison ave., Toledo 3, O. Pyroxylin and vinyl resin-coated fabrics and unsupported vinyl film. fabric headlining, panel boards, sport topping, leathercloth for automotive upholstery and trim. J. D. Lippman, pres.; G. H. McGreevy, vice-pres. in chge. of sales; deF. Lott, vice-pres. in chge. of mfg.; W. F. Webb, secy., treas.; J. S. Mather jr., gen. sales mgr.; J. E. Rowland, asst. sales mgr.; Stanley Sexton, automotive sales mgr.; L. L. Forst jr., adv. and sales prom. mgr.; W. A. Schumacher, pur. agt.; D. A. Davis, asst.; W. Politt, chief engr.; R. E. Deitmeyer, traffic mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Beeson and Reichert, Toledo Trust bldg., Toledo, O. Clyde Sussex, acct. exec.

THERMOID CO., Trenton, N. J. Brake linings, clutch facings, hydraulic brake parts and fluid, radiator hose, automobile carpeting, industrial hose, belting. George S. Fabel, pres.; W. A. Blume, vice-pres. OEM sales div.; R. H. Temple, treas.; J. A. Lafferty, secy.; L. C. Ward, vice-pres., special sales div.; G. S. Lamson, vice-pres., mgr. replacement div.; Carl Schell, vice-pres., chief engr.; R. R. Stevenson, compt.; Tom Judd, adv. mgr.; D. A. Fruland, pur. dir.; Ward Mount, traffic mgr. **Det. Reps.**—D. H. Andrews, R. Wise, E. Kary, Ray Balbach, Frank Colosimo, Thermoid Co., 7310 Woodward ave., Detroit 2, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa. M. A. Goldman, acct. exec.

THEXTON MFG. CO., 1313 Winter st., Minneapolis 13, Minn. Piston expanders, tuning bolts, gas line repair fittings, oil regulators, lock ring spacers, firing indicators, valve plungers, starter terminal repair stud. Glen J. Worel, pres, and gen. mgr.; James W. Worel, vice-pres., sales and adv. mgr.; Daireld F. Paine, secy.; Kingsley Day, treas. **Adv. Agcy.**—Olmsted & Foley, Minneapolis, Minn.

THOMPSON & SON CO., HENRY G., 277 Chapel st., New Haven, Conn. Hack saw blades, metal and wood cutting band saw blades. D. W. Northup, pres.; A. W. Tucker, vice-pres., sales and adv. mgr.; D. C. Smyth, treas. and secy.; J. T. Barrett, asst. treas.; M. J. Radecki, works mgr.; Frank W. Wandyes, chief engr.; H. W. Delano, pur. agt. **Adv. Agcy.**—Hugh Graham & Assoc., Inc., New Britain, Conn. Stanley Lindh, acct. exec.

THOMPSON PRODUCTS, INC., 23555 Euclid ave., Cleveland 17, O. Automotive and aircraft parts. F. C. Crawford, pres.; J. D. Wright, vice-pres. and gen. mgr.; L. M. Clegg, vice-pres.; A. T. Colwell, vice-pres.; J. H. Coolidge, vice-pres. and treas.; R. S. Livingstone, vice-pres. per.; L. W. Reeves, vice-pres., sp. prod. div.; H. D. Bubb, vice-pres., Tapco plant; W. H. Chamberlain, secy.; E. F. Gibian, chge. ind. eng.; G. R. Moore, mgr. valve div.; J. B. Gates, sales mgr. valve div.; Phil Somerlad (service div.), sales mgr.; E. T. Syvertsen, gen. mgr. (service div.); E. P. Riley, mgr. accessories div.; F. R. Witt, adv. mgr.; K. M. Bartlett, dir. of research and mgr. metallurgical prod. div.; G. N. Hackett, pur. agt.; R. Bosch, pur. agt., Tapco plant; L. C. Schmetzer, traffic mgr. **Det. Rep.**—Ralph Minke, Fisher bldg., Detroit, Mich. **Adv. Agcy.**—Gridwold-Eshleman Co., Cleveland, O. S. K. Beetham, acct. exec. **Adv. Agcy. for Tapco plant**—Meldrum & Fewsmith.

TIDE WATER ASSOCIATED OIL CO., 17 Battery pl., New York 4, N. Y. Gasoline, motor oils, gear and chassis lubes. W. H. Humphrey, pres.; B. I. Graves, vice-pres.; W. J. Burker, secy.; K. R. Hankinson, treas.; E. F. McCabe, gen. sales mgr.; W. S. Whelan, R. D. Rogers, D. E. Hoffman, F. D. MacEachern, asst. gen. sales mgrs.; F. L. Frost, adv. mgr.; A. R. Senftleben, sales trng. and prom. mgr.; Arthur Jungdahl, pur. agt.

TIDE WATER ASSOCIATED OIL CO., Western Div., 79 New Montgomery st., San Francisco, Calif. Petroleum products. William F. Humphrey, pres.; J. P. Edwards, exec. secy.; W. A. Sloan, regional treas.; W. A. Reanier, sales mgr.; Walter Brunn, asst. sales; Harold R. Deal, adv. and sales prom. mgr.; A. P. MacKillop, pur. agt. **Adv. Agcy.**—Buchanan & Co., San Francisco, Calif. Fred Jones, acct. exec.

TILLOTSON MFG. CO., 761-769 Berdan ave., Toledo 12, O. Carburetors and gasoline fuel strainers. H. R. Schausten, pres. gen. mgr. sales and adv. mgr.; A. E. Payne, vice-pres. and works mgr.; J. Harold Bones, secy. and treas.; E. A. Petsch, serv. mgr.; B. C. Phillips, chief engr.; H. F. Bowlin, pur. agt.; C. Grau, traffic mgr. **Adv. Agcy.**—Miller Agency Co., 2144 Madison ave., Toledo, O.

TIMBERLOCK CORP., 1801 W. "B" st., Hastings, Neb. Truck bodies, wagon boxes and truck dump hoists. F. E. Marsh, pres. and gen. mgr.; Jack Binderup, vice-pres.; Harry Knapp jr., secy. and treas.; Irl Anspach, wks. mgr.

TIMKEN-DETROIT AXLE CO., 100-400 Clark ave., Detroit 32, Mich. Front axles, front driving axles; single speed, two-speed, tandem drive rear axle units; transfer cases, torque dividers and brakes for motor trucks. Trailer axles and brakes; transmissions, final drives and brakes for tractors and self-propelled farm implements, industrial truck driving axles, special drives and brakes for industrial machinery, forgings, stampings. Willard F. Rockwell, chmn. of bd.; Walter F. Rockwell, pres.; R. H. Trese, vice-pres., sales; F. W. Parker, exec. vice-pres.; L. W. Fischer, vice-pres.; N. R. Brownyer, vice-pres., field serv. engrg.; Walther F. Scheel, chief engr.; Paul Osborn, vice-pres., mfg.; T. A. Crawford, vice-pres.; S. W. Warner, secy.; A. I. Hawkins, treas.; G. J. Finzel, compt.; N. S. Lincoln, sales mgr., auto. div.; C. C. Bartell, sales mgr., spec. eqpt.; R. M. Hays, sales mgr., trailer div.; E. E. Siegrist, field sales mgr.; Harvey R. Cook, adv. mgr.; K. P. Hays, gen. serv. mgr.; V. E. Gumbleton, dir. of pur.; J. L. Griffin, pur. agt.; Edwin L. McClain, dir. of traffic. **Adv. Agcy.**—MacManus, John & Adams, Inc., Bloomfield Hills, Mich. Fred J. Hatch, acct. exec.

TIMKEN ROLLER BEARING CO., Canton 6, O. Tapered roller bearings, removable rock bits, alloy steel, seamless steel tubing. W. E. Umstattd, pres.; R. C. Brower, secy. and treas.; W. B. Moore, vice-pres.; P. J. Reeves, dir. of sales; R. M. Riblet, chief engr.; D. A. Bessmer, asst. to pres.; I. R. Wagner, traffic mgr.; S. T. Salvage, adv. mgr. **Det. Rep.**—E. W. Austin, 3107 W. Grand blvd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Cleveland, O. Elmore Haring, acct. exec.

TIMME & SON, E. F., 1 Park ave., New York 16, N. Y. Pile fabrics. William E. Roschen, general partner; Ellis Leach, gen. mgr.; William Van Schalscha, asst. gen. mgr. **Det. Rep.**—William J. Ulrich, 732 Fisher bldg., Detroit 2.

TINIT MFG. CO., INC., 1635-39 Platte st., Denver 2, Colo. Soldering tinning compound, soldering paste, soldering salts, welding-brazing flux, hand cleaner. Norval Olsen, pres., sales mgr.; George A. McElroy, vice-pres., sales prom. mgr.; E. M. Olsen, secy., treas.; David M. Vaughan, adv. mgr. **Adv. Agcy.**—David M. Vaughan, P. O. Box 2824, Denver, Colo.

TITEFLEX, INC., 500 Frelinghuysen ave., Newark 5, N. J. Passenger car, truck and bus lines; automotive replacement lines; expansion-type bellows; gas and oil filter lines (flexible all metal hose); radio ignition shielding flexible waveguides; industrial filters; Titeflex electrical connector. Elbert E. Husted, pres.; Henry S. Elder, vice-pres.; J. McBean, treas.; G. J. Wygant, gen. sales mgr.; E. E. Husted, III, asst. gen. sales mgr.; John J. Phillips, chief engr.; T. McKeown, pur. agt.; W. Pitcairn, adv. mgr. **Det. Rep.**—Don A. Noble, 5-210 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—J. F. Arndt & Co., Inc., Fidelity-Philadelphia Trust bldg., Philadelphia 9, Pa. William Frazier, acct. exec.

TOBIN-ARP MFG. CO., 2845 Harriet ave., Minneapolis 8, Minn. Line boring and shell bearing boring machine, rod boring attachment, pin fitting machine, king pin fitting machine. E. A. Arp, pres. and chief engr.; H. S. Kedney, exec. vice-pres., treas. and gen. mgr.; Arnold W. Larson, vice-pres., sales and serv.; Jack M. Taylor, secy. and compt.; Harold A. Johnson, prod. mgr. **Adv. Agcy.**—E. W. Sann & Assoc., Minneapolis, Minn.

TOKHEIM OIL TANK AND PUMP CO., 1602 Wabash ave., Fort Wayne 1, Ind. Service station pumps and acces., hand pumps, power pumps and portable air compressors, and oil display cabinets. E. S. Higginbotham, chmn. of bd. and pres. J. M. Huguenard, vice-pres. and gen. sales mgr.; D. Cunningham, vice-pres. and secy.; H. J. Mammoser, vice-pres. and treas.; L. R. Frazier, sales mgr., gasoline pumps; F. H. Loos, adv. mgr.; Wm. Louthan, serv. mgr.; J. R. Laughlin, pur. agt.; Ralph Blue, traffic mgr. **Det. district mgr.**—H. B. Gavigan. **Det. Rep.**—Earl Parrish, 8-168 General Motors bldg. **Adv. Agcy.**—Jones & Taylor and Assoc., South Bend, Ind.

TOLEDO STEEL PRODUCTS CO., 3300 Summit st., Toledo 11, O. Motor and chassis replacement parts. C. L. Kahlert, gen. mgr.; H. M. Brown, div. cont.; H. K. Lang, asst. mgr.; H. S. Riley, sales mgr.; F. A. Fritz, R. H. Wetherington, div. sales mgrs.; R. M. Schoonover, adv. mgr.; R. L. Allen, serv. engrg. mgr.; R. Colvin, pur. agt.; H. Glasper, traffic mgr. **Det. Rep.**—K. F. Tremmel. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., Detroit, Mich.

TONE MFG. CO., 710 Monroe ave., N.W., Grand Rapids 2, Mich. Auto Polish and Cleaner, Fish-Eye Killer. Frank M. Curran, pres.; Henry C. Green, vice-pres. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich.

TOPPER EQUIPMENT CO., 120 Central ave., Clark Township (Rahway) N. J. Degreasing solvents, vapor degreasers, parts cleaners, steam cleaners. Melville Morris, pres. and treas.; Carl T. Morris, vice-pres.; Jerome Scherzer, asst. secy.; Albert DeLoskey, wks. mgr.; Donald Beach, sales mgr.; Henry Stanly, tech. serv. mgr.; Kenneth Hirtle, cf engr.; Benjamin Karp, pur. agt.; Lawrence Bucco, traffic mgr. **Det. Rep.**—Jack Lawson, 400 Midland ave., Detroit 3. **Adv. Agcy.**—Mercready, Handy & Van Den Burgh, Newark, N. J. Herb Mercready, acct. exec.

TOPPS-ALL PRODUCTS CO., 3815 Tibbett ave., New York 63, N. Y. Cleaners, polishes, spot removers, tar and wax removers, white tire paint and cleaner, rubber dressing in black, brown and grey, hand cleaners, rubbing and buffing compounds, bug and rust removers, and garage floor cleaners. Edwin Cohn, pres. and gen. mgr.; Mac Gershon, secy.; Oscar V. Smith, wks. mgr. **Adv. Agcy.**—Furman Co., New York, N. Y.

TORQUE MFG. CORP., 5239 Tillman ave., Detroit 8, Mich. Teddy Torque line of replacement universal joints, journal assemblies and repair kits. Eli Levine, pres., sales mgr.; Henry Borgman, vice-pres.; A. E. Levine, secy.; Aaron Friedman, cf. engr.

TORRINGTON CO., Field st., Torrington, Conn. Torrington needle bearings. L. J. Ross, pres.; W. C. Thompson, vice-pres., chge. of sales; W. W. Bielock, secy., asst. gen. sales mgr.; F. A. Pearce, treas.; M. E. Berglund, vice-pres., mfg. and wks. mgr.; Edward B. Thompson, sales mgr. (bearings); D. E. Lewis, asst. sales mgr. (bearings); W. J. St. Onge, adv. mgr.; B. T. Virtue, cf. engr.; W. G. Cruess, pur. agt.; F. W. Sanders, W. V. Viering, assts. **Det. Rep.**—R. G. O'Connell, 16881 James Couzens hwy. **Adv. Agcy.**—Hazard Adv. Co., 295 Madison ave. at 41st st., New York 17, N. Y. D. B. Foresman, acct. exec.

TOW BAR SALES CO., 40 S. Clinton st., Chicago 6, Ill. Exclusive factory distributors automobile towing equipment, truck tow bars and saddles, protecto covers, carrying bags, safety chains, parts, etc. Jack: Combination transmission and differential for trucks and autos. Ann Goldfinger, secy., sales mgr.; Ben Goldberg, gen. mgr., pur. agt.

TOWNSEND CO., New Brighton, Pa. Locknuts, nails, special cdd headed parts and fasteners, twinfast wood and self-tapping screws. F. R. Dickenson, pres.; Joe S. Thompson, vice-pres.; F. C. McKee, secy.-treas.; H. E. Chilcoat, sales mgr.; R. J. Ritchy, asst. sales.; Paul O'Donnell, serv. mgr.; W. W. Rinehart, pur. agt.; W. E. Briceland, traffic mgr. **Det. Rep.**—J. G. Spruhan, sales mgr., 6-169 General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Bond & Starr, Inc., Pittsburgh 22, Pa.

TRAFFIC TRANSPORT ENGRG., INC.,

(Continued on Page 222)

Comparison of Advertised Delivered Prices Of Current Car Models

Compiled by Automotive News

(This comparison of advertised delivered prices of various makes of cars is based on prices in effect April 1st, 1953, as established by the Office of Price Stabilization and rounded off to the nearest dollar. They include factory retail prices at the factory with spare tires and provisions for dealer delivery and handling charges and for federal taxes. They do NOT include transportation, state sales taxes, license or title fees, accessories, or various items of factory installed or optional equipment.)

	4-Door Sedan	2-Door Sedan	Hard-top	Club Coupe	Business Coupe	Sta. Wag. & Utility	Conv.	Automatic Drive	Power Steering
CHEVROLET									
One-Fifty	$1,670	$1,613	$	$1,620	$1,524	$2,010*	$	$	$177.55
Two-Ten	1,761	1,707	1,967	1,726	....	2,123*	2,093	178.35	177.55
	....	....	....	....	....	2,273†	....	178.35	177.55
Bel Air	1,874	1,820	2,051	....	....	....	2,175	178.35	177.55
* 6-pass. † 8-pass.									
FORD									
Mainline Six	1,690	1,642	....	....	1,537	2,019	....	184.00	.....
Mainline Eight	1,766	1,717	....	....	1,613	2,095	....	184.00	.....
Customline Six	1,783	1,734	....	1,743	....	....	....	184.00	.....
Customline Eight	1,858	1,809	....	1,820	....	2,267	....	184.00	.....
Crestline Eight	....	....	2,120	....	....	2,403	2,230	184.00	.....
STUDEBAKER									
Champion Custom	1,767	1,735	....	....	....	....	....	231.24	.....
Champion Deluxe	1,863	1,831	....	1,868	....	....	....	231.24	.....
Champion Regal	1,949	1,917	2,116	1,955	....	....	....	231.24	.....
Commander Deluxe	2,121	2,089	....	2,127	....	....	....	243.08	161.25
Commander Regal	2,208	....	2,374	2,213	....	....	....	243.08	161.25
Land Cruiser	2,316	....	....	....	....	....	....	....	.....
PLYMOUTH									
Cambridge	1,765	1,727	....	....	1,618	2,064	....	145.80	.....
Cranbrook	1,873	....	2,064	1,843	....	2,207	2,220	145.80	.....
HENRY J									
Corsair Four	....	1,499	....	....	....	....	....	....	.....
Corsair Deluxe Six	....	1,686	....	....	....	....	....	....	.....
WILLYS									
Aero Lark	1,732	1,646	....	....	....	....	....	....	.....
Aero Falcon	1,861	1,796	....	....	....	....	....	....	.....
Aero Ace	2,038	1,963	....	....	....	....	....	....	.....
Aero Eagle	....	....	2,157	....	....	....	....	....	.....
Four-Cyl. Station Wagon	....	....	....	....	....	1,862	....	....	.....
Four-Cyl. (4WD) Station Wagon	....	....	....	....	....	2,304	....	....	.....
Six-Cyl. Station Wagon	....	....	....	....	....	1,949	....	....	.....
PONTIAC *									
Chieftain Six Special	2,015	1,956	....	....	....	....	....	178.35	177.40
Chieftain Six Deluxe	2,119	2,060	....	....	....	....	2,444	178.35	177.40
Chieftain Eight Special	2,090	2,031	....	....	....	....	....	178.35	177.40
Chieftain Eight Deluxe	2,194	2,136	....	....	....	....	2,518	178.35	177.40
NASH									
Rambler Super	....	....	....	....	....	2,003	....	178.85	.....
Rambler Custom	....	....	2,125	....	....	2,119	2,150	178.85	.....
Statesman Super	2,178	2,144	....	....	....	....	....	178.85	.....
Statesman Custom	2,332	2,310	2,433	....	....	....	....	178.85	.....
Ambassador Super	2,557	2,521	....	....	....	....	....	178.85	192.40
Ambassador Custom	2,716	2,695	2,829	....	....	....	....	178.85	192.40
DODGE									
Meadowbrook Six	2,025	....	....	1,983	....	2,201	....	See Note	.....
Coronet Six	2,136	....	....	2,109	....	....	....	See Note	.....
Coronet V-8	2,245	....	2,386	2,223	....	2,528	2,519	See Note	....
Fluid Coupling optional at $20.40 on all six-cylinder models except Meadowbrook station wagon. Gyro-Matic optional at $130.10 on all models except Meadowbrook station wagon. Gryo-Torque optional at $233.50 on V-8s only.									
BUICK *									
Special	2,209	2,149	....	....	....	....	....	192.50	177.40
Special Deluxe	2,255	2,197	....	2,295	....	....	2,553	192.50	177.40
Super	2,696	....	....	2,611	....	3,430	3,002	192.50	177.40
Roadmaster	3,254	....	....	3,358	....	4,031	3,506	Standard	Standard
KAISER *									
Deluxe	2,513	2,459	....	....	....	....	....	178.55	.....
Manhattan	2,650	2,597	....	....	....	....	....	178.55	.....
Dragon	....	....	3,924	....	....	....	....	Standard	.....
MERCURY									
Custom	2,251	2,194	....	2,315	....	....	....	189.81	.....
Monterey	2,333	....	2,452	....	....	2,826	2,610	189.81	.....
HUDSON									
Jet	1,858	....	....	....	....	....	....	178.03	.....
Super Jet	1,954	....	....	....	....	....	....	178.03	.....
Wasp	2,311	2,264	....	2,311	....	....	....	178.03	.....
Super Wasp	2,466	2,413	2,812	2,466	....	....	3,048	178.03	.....
Hornet	2,769	....	3,095	2,742	....	....	3,342	178.03	.....
OLDSMOBILE *									
Deluxe 88	2,327	2,262	....	....	....	....	2,851	178.35	177.40
Super 88	2,462	2,395	2,673	....	....	....	3,229	178.35	177.40
Classic 98	2,786	....	3,022	....	....	....	....	178.35	177.40
DeSOTO *									
Powermaster Six	2,386	....	2,634	2,364	....	3,108	....	See Note	See Note
Fire Dome V-8	2,673	....	2,923	2,652	....	3,381	3,144	See Note	See Note
Tip-Toe Shift at $130.10 on all models. Tip-Toe Shift with Fluid Torque Drive optional at $236.50 on V-8s only. Power steering optional at $177.35 on all cars equipped with special transmissions.									
CHRYSLER *									
Windsor	2,492	....	....	2,472	....	3,289	....	See Note	See Note
Windsor Deluxe	2,721	....	3,025	....	....	....	3,247	See Note	177.35
New Yorker	3,185	....	3,522	3,156	....	3,933	....	See Note	177.35
New Yorker Deluxe	3,328	....	3,688	3,299	....	....	3,980	See Note	177.35
Custom Imperial	4,260	....	4,560	....	....	....	....	See Note	177.35
Crown Imperial	6,922	....	....	....	....	....	....	See Note	Standard
Fluid-Matic optional at $130.10 on Windsor, standard on other models. Fluid-Torque standard on Custom Imperial and Crown Imperial; optional at $139.75 on other eight-cylinder models, at $106.40 on Windsor Deluxe and at $236.50 on Windsor. Power steering standard on Crown Imperial, optional at $177.35 on other models; not available on Windsor cars with standard transmission.									
LINCOLN									
Cosmopolitan	3,522	....	....	3,625	....	....	....	Standard	198.90
Capri	3,766	....	3,869	....	....	....	4,031	Standard	198.90
PACKARD *									
Clipper	2,588	2,534	....	....	....	....	....	199.00	195.00
Clipper Deluxe	2,735	2,681	2,795	....	....	....	....	199.00	195.00
Packard	3,234	....	3,268	....	....	....	3,476	199.00	195.00
CADILLAC *									
Series 62	3,666	....	3,995	3,571	....	....	4,144	Standard	176.98
Series 60-Special	4,305	....	....	....	....	....	....	Standard	176.98
ALLSTATE									
Four	....	1,499	....	....	....	....	....	....	.....
Six	....	1,686	....	....	....	....	....	....	.....

* ADDITIONAL MODELS: Pontiac Catalinas—Deluxe 6, $2,304; Custom 6, $2,370; Deluxe 8, $2,371; Custom 8, $2,446. (Hydra-Matic, $178.35 extra; power steering, $177.40.) Pontiac Station Wagons—2-seat Special 6, $2,450; 3-seat Special 6, $2,505; 2-seat Deluxe 6, $2,590; 2-seat Special 8, $2,525; 3-seat Special 8, $2,580; 2-seat Deluxe 8, $2,664 (grain finish, $80 extra; Hydra-Matic, $178.35; power steering, $177.40). Buick—Skylark sports car, $5,000. (Dynaflow and power steering are standard.) Kaiser—Deluxe 4-dr. Traveler, $2,619; Manhattan 4-dr. Traveler, $2,755. (Hydra-Matic, $178.55 extra.) Oldsmobile—Fiesta sports car, $5,715. (Hydra-Matic and power steering are standard.) DeSoto—Powermaster 6 eight-pass. sedan, $3,281; Fire Dome V-8 eight-pass. sedan, $3,559; (for optional equipment, see table above). Chrysler—Windsor 8-pass. sedan, $3,433; New Yorker 8-pass. sedan, $4,369; Custom Imperial lim., $4,797; Crown Imperial lim., $7,044 (for optional equipment, see table above). Packard—Patrician 4-dr. sedan, $3,735; Formal sedan, $6,526. (Ultramatic is standard; power steering, $195 extra); Caribbean sports car, $5,200; Corporation lim., $7,095; Executive sedan, $6,895. (Ultramatic, $199 extra; power steering, $195.) Cadillac—Series 75 eight-pass. sedan, $5,408; Series 75 lim., $5,621. (Hydra-Matic $198.36 extra on 8-pass. and lim.; power steering, $176.98); Eldorado sports car, $7,750. (Hydra-Matic and power steering are standard.)

Who's Who in Auto Industry

(Continued from Page 221)

14301 Schaden ave., Dearborn, Mich. Automobile transport trailers, racks, dunnage, special trailers. C. C. Stuart, pres.; A. J. D'Anna, secy.; L. Lawson, treas.; C. W. Penner, cf. engr.; E. A. Gotz, pur. agt.

TRAILMOBILE, INC., 31st and Robertson ave., Cincinnati 9, O. Truck trailers. W. A. Burns jr., pres.; J. J. Black, cf. engr.; L. R. Everhard, secy.-treas.; J. A. Nickerson, vice-pres., credit; H. M. Dudley, vice-pres.; Harry Eyler, gen. sales mgr.; J. O. Young, gen. branch operations mgr.; Walter Hasenzahl, plant mgr.; E. W. Barnekoff, serv. mgr.; Neil McCracken, pur. agt.; E. J. Hobold, traffic mgr.; Paul W. Heasley, vice-pres., compt. **Det. Rep.** — Trailmobile, Inc., Central ave. and St. John st., Detroit.

TRAINOR NATIONAL SPRING CO., 700 N. Main st., New Castle, Ind. Flat leaf chassis springs, special shapes of flat and round stock. Felix R. Trainor, pres. and gen. mgr.; Mrs. F. J. Trainor (inactive), vice-pres.; C. A. Trainor, secy., treas.; Alva E. Carver, wks. mgr.; M. J. Hartzell, sales and adv. mgr.; H. E. Lonabaugh, pur. agt.; Gerald Bowman, traffic mgr.

TRANSUE & WILLIAMS STEEL FORGING CORP., 562 W. Ely st., Alliance, O. Drop forgings, metal stampings, overhead conveyor chain. J. C. Redmond, pres.; E. M. Cook, exec. vice-pres.; C. W. Bidwell, secy. and treas.; H. C. Martin, pur. agt.; Frank Johnson, traffic mgr.; R. E. Hess, wks. mgr. (forging); Ed. Glauser, gen. supt. (stamping); J. W. Ament, sales mgr. (forging); C. J. Brunn, sales mgr. (stamping); G. E. Williams, cf. engr. (forging); Ford Hoffman, cf. engr. (stamping). **Det. Rep.**—J. C. Dahlinger (forging), 1128 Fisher bldg. and J. F. Bell (stamping), 501 Curtiss bldg., Detroit. **Adv. Agcy.**—The Lee Donnelley Co. (forging), 734 Union Commerce bldg., Cleveland, O. Wearstler Adv., Inc. (stamping), 819 Home Savings & Loan bldg., Youngstown 3, O.

TREGLOWN CO., INC., 137 South ave., Fanwood, N. J. Piston sealing compound, oil additive-solvents, cold solder materials. George C. Treglown, pres. and treas.; Raymond C. Bouquio, vice-pres. and secy.; Walter J. McMorrow, sales mgr.

TRIANGLE JACK, INC., THE, 1208 S. Washington, Wichita 9, Kan. Chain jack for all automobiles, triangle safety jack, triangle safety jack — FS model, heavy duty, Ser-Vis-All wheel dollie, JEM sump shovels. T. R. Breed, pres. and gen. mgr.; Frank Elmore, vice-pres.; E. L. Herzer, secy.; Dwight McIntyre, wks. mgr. cf. engr.; S. Paulsen, asst. sales mgr., pur. agt.; Jerry Kemper, adv. mgr.; Alvis Carpenter, serv. mgr.; M. Morsman, bus. mgt. dir. **Det. Rep.**—W. G. Kinmont, 6432 Cass ave., Detroit, Mich. **Adv. Agcy.** — McCormick - Armstrong, Wichita, Kans.

TRICO PRODUCTS CORP., Buffalo 3, N. Y. Windshield wipers, windshield wiper blades and arms, automatic windshield washers, vacuum fans, Lift-O-Matic vacuum-operated window controls, vacuum horns, vacuum storage tanks (for wipers). J. R. Oishei, pres.; Rupert Warren, vice-pres.; G. Z. Spencer, sales mgr. replacement parts div.; R. S. Garrick, mdse. mgr.; C. J. Jennings, pur. agt. **Det. Mgr.**—C. E. Larson, General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Baldwin Bowers & Strachan, Buffalo, N. Y.

TRINDL PRODUCTS, LTD., 13 E. 23rd st., Chicago 16, Ill. Industrial arc welders and limited imput type farm welders, twin carbon arc torches, welding accessories. Joseph H. Trindl, pres., treas., gen. mgr.; John C. Trindl, secy.; Joseph H. Trindl jr., asst. gen. mgr.; Wm. J. Jonas, sales adv., sales prom. mgr.; H. V. Fixmer, pur. agt. **Adv. Agcy.**—Engel Assts., Chicago, Ill. F. Engel, acct. exec.

TRIPPE MFG. CO., 609 W. Lake st., Chicago 6, Ill. Fog lights, driving lights, spotlights, police and ambulance flashing lights, infra-red dryers (portable), cooling system cleaners. G. Trippe, pres.; S. H. Moss, secy.; R. C. Carpenter, pur. agt. **Adv. Agcy.**—J. L. Stewart Agency, Chicago, Ill. J. L. Stewart, acct. exec.

TROY BLANKET MILLS, 16 East 34th st., New York City 16, N. Y. Luggage Compartment linings, jute felt. Geo. K. Ripley, pres. (Troy, N. H.); Ed. J. Russell, vice-pres., pur. agt. and wks. mgr. (Troy, N. H.); F. F. Ripley, treas. (Troy, N. H.); Ray H. Bogert, sales mgr.; Alden F. Clay, asst. sales mgr.; K. V. Allen, traffic mgr. (New York). **Det. Rep.**—J. Y. Cutler, 222 W. Adams st., Chicago, Ill. **Adv. Agcy.**—Alley and Richards, New York, N. Y. Chas. Holcomb, acct. exec.

TRUCK EQUIPMENT CO., INC., 1791 Fillmore ave., Buffalo 14, N. Y. Truxmore third axles, gravity spring suspensions, Teco steel dump bodies. E. R. Boeck, pres., gen. mgr.; H. H. Weber, vice-pres., sales and adv. mgr.; P. D. Boeck, secy.; E. J. Boeck, treas., wks. mgr., cf. engr.; George Bamberg, serv. mgr.; H. E. Wunderle, parts and acct. mgr.; E. H. Zittel, H. P. Hoefner, pur. agts. **Det. Rep.** — Knorr-Maynard Co., Inc., 5743 Woodward ave., Detroit.

TRUCK INDEX, INC., P. O. Box 622, Main Post Office, San Francisco 1, Calif. The Truck Index (digest of specifications and equipment of current-model new trucks). L. C. Nielson, pres.; M. E. Young, vice-pres.; M. M. Nielson, secy.

TRUCKSTELL MFG. CO., Union Commerce bldg., Cleveland 14, O. Tandem drive axle units. National distributors McCabe-Powers Service-Master bodies, Nash bumpers, Clark 5-speed transmissions. John Groenier, chmn. of bd.; D. W. Meyer, pres.; C. A. Bieber, W. L. Blaul, J. D. Maynard, vice-presidents; F. J. Hessler, secy.-treas.; J. M. Brown, Eastern sales mgr.; R. L. Page, Western sales mgr. Manufacturing plant, Townsend, Mass.; Wm. Reilly, mgr.; Willard Johnson, engr. **Adv. Agcy.**—Fuller, Smith and Ross, Inc., Cleveland, O.

TRUCKTOR CORP., Route 29, Mountainside, N. J. Trailing third axles for trucks, single and tandem axle assemblies for trailers, four wheel chain and sprocket drive. Clayton Farris, pres.; Rogers Lord, vice-pres.; George L. Hartman, sales mgr.; George Keller, cf. engr.; George M. Nelson, pur. agt. **Det. Rep.**—Knorr-Maynard, Inc., 5743 Woodward ave. **Adv. Agcy.**—Thoma and Gill, East Orange, N. J.

TUMBLER, J. A. LABORATORIES, INC., 423 S. Hanover st., Baltimore 1, Md. Automotive chemical specialties. J. A. Tumbler, pres.; H. E. Tumbler, secy.-treas.; M. L. Cursey, bus. mgt. dir., pur. agt.; E. E. Gentile, traffic mgr.

TUNG-SOL ELECTRIC, INC., 95 Eighth ave., Newark 4, N. J. Automobile lamps, all glass sealed beam lamps, signal flashers, electron tubes. H. W. Harper, chmn. of bd.; Louis Rieben, pres.; R. E. Carlson, D. A. Harper, M. R. Schulte, J. E. Witbeck, A. K. Wright, vice-presidents; H. M. Darling, vice-pres., treas.; George Keown, gen. sales mgr.; L. E. Cotsen (renewal sales), Harold F. Cook, adv., sales prom. mgr.; R. M. Andrews jr., asst. adv. mgr.; R. K. Braunsdorff, cf. engr. (lamp div.); E. P. Garrettson, dir. of pur. **Det. Rep.**—C. A. Morse (initial eqpt.), J. N. Hoover (renewal sales), 5-150 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—E. M. Freystadt Assoc., Inc., 570 Lexington ave., New York, N. Y. E. M. Freystadt, acct. exec.

TURCO PRODUCTS, INC., 6135 S. Central ave., Los Angeles, Calif. S. G. Thornbury, pres.; Lulu D. Robertson, vice-pres.; D. M. LeVasseur, secy.; George Renne, treas.; D. T. Buist, sales mgr.; S. B. Van Dyne, adm. asst. to sales; D. Miller, sales coordinator; C. F. Devine, adv. sales prom.; R. B. Butler, asst.; A. H. Dekker, pur. agt.; Don Eckroad, asst. pur. agt. **Det. Rep.**—A. K. Beard (div. mgr.), Chicago. **Adv. Agcy.**—Hixson, Jorgensen, Los Angeles, Calif.

TURK CORP., C. K., 1122 Mishawaka ave., South Bend 15, Ind. Caravan tops, tailgate steps, tent, awnings and other canvas items. C. K. Turk, pres., treas.; J. Coy McGee, gen. sales mgr.; R. C. Turk, prod. mgr.; J. W. Nalls, vice-pres.; H. J. Barrett, pur. agt. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill.

TUTHILL SPRING CO., 760 W. Polk st., Chicago 7, Ill. Leaf springs, spring harrow teeth, implement parts, highway guard rail. H. T. Moore, pres., sales mgr.; W. S. Van Bergen, vice-pres.; L. E. Tuthill, secy.; S. M. Ziolko, treas.; Dan Strack, cf. engr.; R. L. Venning, pur. agt.; F. A. Maggio, traffic mgr.; Malcolm Moore, supt.

TWITCHELL, INC., E. W., 3rd and Somerset sts., Philadelphia 33, Pa. Fibre fabrics for seat covers, headlinings, door panels and truck linings, Textilene welting cords. E. W. Twitchell, pres.; Geo. C. Needham, vice-pres. and compt.; W. S. Bradford, vice-pres. and gen. mgr.; D. B. Pitman (fabrics), D. N. Harney (cords), sales mgrs.; J. P. Wark, pur. agt.

TYER RUBBER CO., Andover, Mass. Moulded and extruded industrial rubber products, rubber and canvas footwear, rubber roll coverings. Hugh Bullock, pres.; G. K. Rutherford, secy.; W. E. Brimer, treas., gen. mgr.; K. C. Bevan, wks. mgr.; C. M. Lamb, sales mgr.; Chas. B. Whiteside, pur. agt.; B. F. Dane, traffic mgr. **Det. Rep.** — D. A. Greene Sales Co., 6-254 General Motors bldg., Detroit 2, Mich.

TYSON BEARING CORP., Massillon, O. Tapered roller bearings. H. I. Lewis, pres.; W. S. Mahoney, vice-pres., chge. opr.; G. W. Kaylor, asst. secy.; Philip Sutherland, treas.; George M. Lange, sales mgr.; Ivan C. Mann, asst. sales mgr.; J. E. Zuber, cf. engr. **Det. Off.**—19456 James Couzens hwy., Detroit 35, Mich. Wyandotte Industrial sales, Wyandotte, Mich. (replacement bearings).

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U. S. AXLE COMPANY, INC., Water st., Pottstown, Pa. Automobile, truck and bus axle shafts. George C. Lees, pres., gen. mgr.; E. D. Gudebrod, vice-pres.; George M. Longaker, secy.; L. E. Orgill, treas., wks. mgr., pur. agt.; Arnold Watson, sales and adv. mgr.; William T. Beaver, cf. engr. **Adv. Agcy.** — Burlingame-Grossman, 201 N. Wells st., Chicago, Ill.

U. S. CHEMICAL & SUPPLY CO., 918 E. 5th st., Kansas City 6, Mo. Z-4 automotive chemicals; safety hoist and handler. O. L. Blanchard, pres.; Paul C. Burandt, exec. vice-pres.; Alfred Blasco, secy.-treas.; Holmes C. Williams, sales mgr.

U. S. INDUSTRIAL CHEMICALS CO., Div. of National Distillers Products Corp., 120 Broadway, New York 5, N. Y. Industrial alcohol, resins, industrial chemicals, antifreeze, insecticides, essential oils, aromatic chemicals. W. P. Marsh jr., pres.; Ward O. Griffen, prod. vice-pres.; Lee A. Keane, sales vice-pres.; Bracebridge H. Young, vice-pres.; Thomas H. Casson, vice-pres.; A. E. Tongue, adv. mgr.; John Bohnlofink, cf. engr. **Det. Rep.** — F. M. Henley, 1448 Wabash ave. **Adv. Agcy.** — Geyer Advertising Inc., New York 22, N. Y.

U. S. PLUG AND FITTING CO., 1000 N. Main st., Wellington, O. Pipe and drain plugs, reducer bushings, steel, cast iron, malleable iron, brass, aluminum, magnesium. Samuel B. Katz, pres.; W. M. O'Keefe, vice-pres. and pur. agt.; Lauren Hexamer, secy. and gen. mgr.; David T. Muckley, cf. engr.; Ralph Devereaux, traffic mgr.

U. S. THERMO CONTROL CO., 44 S. 12th st., Minneapolis 3, Minn. Mechanical refrigeration for trucks and trailers. J. A. Numero, pres.; M. B. Green, vice-pres. and gen. sales mgr.; S. S. London, adv. mgr.; H. H. Kolbo, asst. sales mgr.; V. W. Snyder, serv. mgr.; Fred M. Jones,

(Continued on Page 223)

Who's Who in Auto Industry

(Continued from Page 222)

cf. engr.; C. O. Johnson, pur. agt.; E. J. Brown, parts mgr.

U. S. WASHMOBILE CORP., 352 N. Foothill rd., Beverly Hills, Calif. Auto washing equipment. Oscar Salenger, pres.; David Fisher, vice-pres., gen. mgr.; Irving Wexler, sales mgr.; J. Hood jr., field co-ordinator; James Vani, cf. engr.; Al Malpede, pur. agt.; Bernard Malter, mgr. chemical div.; R. Regan, serv. and parts; M. L. Bastient, traffic mgr. **Det. Rep.**—C. E. Kirk, 204 Schaefer bldg., Dearborn, Mich.

UDYLITE CORP., THE, 1651 E. Grand blvd., Detroit 11, Mich.; Plating equipment and supplies. L. K. Lindahl, pres.; L. H. Reeme, vice-pres., treas.; L. V. Nagle, vice-pres., sales mgr.; H. S. Maynard, secy.; R. C. Trees, adv. mgr.; J. V. Davis, cf. engr.; V. E. Zobel, pur. agt.; D. J. Giddings, asst. **Adv. Agcy.**—Grant Advertising, Inc., Detroit 26, Mich.

UNDERWOOD CORP., One Park Ave., New York 16, N. Y. Typewriters, adding-figuring machines, accounting machines, carbon papers, ribbons and supplies. L. C. Stowell, pres.; W. F. Arnold, vice-pres.; J. D. Donovan, gen. sales mgr.; G. A. Werner jr., secy.; F. D. Lehn, treas.; C. H. W. Ruprecht, adv. mgr.; Andrew Cerruti, asst. adv. mgr.; W. H. Shepler, serv. mgr.; W. J. Everet, pur. agt. **Det. Rep.**—W. J. Modrack, Underwood Corp., Park Avenue bldg., Detroit 26, Mich. **Adv. Agcy.**—Marschalk & Pratt Co., 535 Fifth ave., New York 17, N. Y. A. R. Nickel, acct. exec.

UNION CITY BODY CO., INC., W. Pearl, Union City, Ind. School bus bodies, package delivery wagons. H. D. Fitzgerald, pres.; C. C. Koontz, vice-pres.; W. E. Adelsperger, secy.-treas. and gen. mgr.; E. K. Beck, sales mgr.; H. L. DeCosta, cf. engr.; E. J. Fitzmaurice, pur. agt.

UNION OIL CO. OF CALIF., Union Oil bldg., 617 West Seventh st., Los Angeles 17, Calif. Gasolines, motor oils, lubricating oils and greases, cleaning solvents, waxes, gas oils, roofing asphalts, petroleum products and specialties; tires, tubes, batteries and other automobile accessories. Reese H. Taylor, pres.; W. L. Stewart jr., exec. vice-pres.; A. C. Rubel, vice-pres., exploration and prod.; A. C. Stewart, vice-pres., marketing; H. W. Sanders, vice-pres. and treas.; Sam Grinsfelder, vice-pres., field operations; L. A. Gibbons, vice-pres. and gen. counsel; Roy Linden, vice-pres. and sales mgr.; C. E. Swift, vice-pres., research and patents; K. E. Kingman, vice-pres., manufacturing; A. J. Lowrey, vice-pres.; W. C. Stevenson, vice-pres., indus. rel.; R. F. Niven, secy.; Irving J. Hancock, compt.; E. L. Hiatt, mgr. distr. and transp.; J. W. Sinclair, mgr. automotive dept.; L. C. Monroe, mgr. distr. and traffic; C. Haines Finnell, dir. adv. and pub. rel.; E. H. Weaver, mgr. pur. **Adv. Agcy.**—Foote, Cone & Belding, 601 West Fifth st., Los Angeles, Calif.

UNITED - CARR FASTENER CORP., 31 Ames st., Cambridge 42, Mass. Metal fasteners and fastening devices, nuts and stampings for automobile mouldings, tubing and wiring, grilles, weather stripping, carpet and dash mats, window channels, convertible tops. A. W. Kimbell, pres.; C. L. Hall, vice-pres., automotive sales; J. M. Dry, secy.; J. J. Ellsworth, treas.; A. W. Kimbell, gen. mgr.; Samuel A. Groves, gen. mgr. Eastern div.; R. O. Chaffee, wks. mgr.; N. A. Dill, sales mgr. automotive div.; Paul N. Jameson, adv. mgr.; John Ring, asst.; F. J. Ross, pur. agt.; E. W. Norton, asst.; Arthur Noyes, traf. mgr. **Det. Rep.**—C. L. Hall, 2832 E. Grand blvd. **Adv. Agcy.**—H. B. Humphrey, Alley & Richards, Inc., Boston, Mass. Joseph Coenen, acct. exec.

UNITED DISTILLERS OF AMERICA, INC., 350 Fifth ave., New York 1, N. Y. Saf-Tee Super Anti-Freeze; Saf-Tone Permanent glycol Anti-Freeze; completely denatured alcohol, all formulas; specially denatured alcohol, all formulas; proprietory solvent; ethyl alcohol. Dr. Armand Hammer, pres.; Victor Hammer, secy.; Harry J. Hammer, vice-pres. and treas.; M. Stone, sales mgr.; Sam Portnoy, traffic mgr.

UNITED ENGINE AND MACHINE CO., 310 Preda st., San Leandro, Calif. Aluminum alloy pistons. L. Sulprizio, pres.; R. Sulprizio, vice-pres.; H. G. Reynolds, sales mgr.; C. Coffey, cf engr. and pur. agt.

UNITED MOTORS SERVICE, Div. of General Motors Corp., General Motors bldg., Detroit 2, Mich. Batteries, fuel pumps, gauges, speedometers, brake lining, engine bearings, electric motors, cigar lighters, jacks, radio parts, roller bearings, carburetors, gasoline filters, heaters, ball bearings, thermostats, shock absorbers, lamps, starting, lighting and ignition, horns, radiators, ignition and battery cable hydraulic brakes. W. N. Potter, gen. mgr.; W. A. Hagen, gen. sales mgr.; Duane A. Jones, adv. mgr.; R. C. Campbell, pur. agt. **Adv. Agcy.**—Campbell - Ewald Co., General Motors bldg., Detroit, Mich. R. G. Carey, acct. exec.

UNITED SPECIALTIES CO., 9705 Cottage Grove ave., Chicago 28, Ill. J. T. Beatty, pres.; A. Vander Meulen, vice-pres., treas.; B. H. Fretz, secy., asst. treas.; J. Hamilton, vice-pres. sales; C. F. Newburg, asst. vice-pres. mfg.; D. S. Cox, asst. vice-pres., spinning div. **United Air Cleaner Div.,** 9705 Cottage Grove ave., Chicago 28, Ill. Air cleaners, precision stampings and large spinnings. D. P. Eastman, cf. engr.; L. L. Blais, pur. agt. **Mitchell Div.,** Edmund and Shelmire sts., Holmesburg, Philadelphia 36, Pa. Ignition switches, directional signal switches, door dovetails, automotive hardware and stampings. J. C. Pickel, vice-pres., gen. mgr.; Herman Lingenbrink, cf. engr.; Norman G. Fritz, pur. agt.; Edwin H. Thomas, eastern sales mgr. **Birmingham Div.,** 817 32nd st., S.W., Birmingham 11, Ala. Air cleaners, toy wheel goods, metal stampings. A. E. Klein, plant mgr.; G. L. Mattinson, plant supt.; C. Hamilton, pur. agt. **Det. Rep.**—R. J. Schaffer, dist. mgr., 16260 Meyers rd., Detroit 27, Mich. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis. O. C. Dahlman, acct. exec.

UNITED STATES AIR COMPRESSOR CO., 5300 Harvard ave., Cleveland 5, O. Air compressors, lifts, lubricating equipment. Rowes couplings, valves, fittings and accessories. Harold C. Schott, pres.; M. E. Dank, treas.; C. A. Benning, sales mgr.; E. G. Schaedler, asst. sales mgr.; C. E. Winter, wks. mgr.; W. H. Brummer, pur. agt. **Adv. Agcy.**—Richard T. Brandt, Inc., Cleveland, O. Richard T. Brandt, acct. exec.

UNITED STATES ELECTRICAL TOOL DIV., The Emerson Electric Mfg. Co., 1050 Findlay st., Cincinnati 14, O. Electrical drills, sanders, surfacers; portable bench and floor grinders; bench and floor buffers; bench and floor polishers; valve grinding equipment. H. C. Levenson, div. mgr.; J. W. Radley, sales mgr.; C. A. Swanlund, adv. mgr. **Det. Rep.**—Howard D. Wixson, Detroit, Mich.

UNITED STATES RUBBER CO. — Footwear and General Products Div., 407 N. Main st., Mishawaka, Ind. U. S. KOYLON foam, floor mats, fuel cells, coated fabrics. H. E. Humphreys jr., pres.; Wm. M. Dougherty, secy.; H. M. Kelton, treas.; W. H. Norton, vice-pres., gen. mgr.; C. L. Glaes, prod. mgr.; G. A. Lovell (mfrs. products), E. G. Nagle (automotive KOYLON and mats dept.), C. Sundberg (fuel cells), G. H. Callum (coated fabrics), sales mgrs.; A. F. Buchanan, adv. mgr.; A. J. Hocking, sales prom. mgr.; V. H. Hoehn, prod. engr.; J. E. O'Donnell, pur. agt.; G. S. Hess, traffic mgr.; F. A. Miller, pub. rel. mgr. **Det. Rep.** — F. A. Sawyer, New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y.

UNITED STATES RUBBER CO., Tire Div. "U. S.," 1230 Ave of the Americas, New York 20, N. Y. Tires and rubber goods. H. E. Humphreys jr., pres., chmn. of bd.; H. N. Hawkes, vice-pres., gen. mgr. (tire div.); J. M. Miller, asst. gen. mgr. (tire div.); J. C. Ray, exec. asst. to gen. mgr. (tire div.); C. H. Shirley, mgr. adv., sales prom. (tire div.); W. O. Green, dir. of sales (tire div.); H. C. Oliver, sales mgr., U. S. Tires; John A. Boll, sales mgr. (Fisk-Gillette); W. D. Baldwin, mgr. mfrg's sales div.; C. L. Wanamaker, prod. mgr. (tire div.); A. W. Bull, dir. tire devel. dept.; C. L. Moody, Detroit plant mgr. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y. M. J. Casey, acct. exec.

UNITED STATES STEEL CORP., 525 William Penn pl., Pittsburgh 30, Pa. Stainless steel, hot and cold rolled sheets, terne plate, plates, alloy steels, structural sections, special bar sections, tin plate. C. F. Hood, pres.; D. F. Austin, exec. vice-pres. (commercial); B. S. Chapple jr., asst. exec. vice-pres. (commercial); G. R. Schreiner, dir. of adv. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., Pittsburgh, Pa.

UNITY MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Spotlights, foglights, backup lights, deck lights and unity searchlights. Henry R. Gross, chmn. of bd., treas.; Louis E. Gross, pres.; Martha S. Hubert, vice-pres., secy.; James L. Kiley, sales mgr.; Peter J. Fleming, supt.; John Bonaguro, cf. engr.; H. G. Vincent, pur. agt.; Ted Swed, traffic mgr.; Emil Melichar, serv. mgr. **Det. Rep** R. A. Casalou, 802 Stephenson bldg., Detroit 2, Mich.

UNIVERSAL C.I.T. CREDIT CORP., Subsidiary of C.I.T. Financial Corp., 1 Park ave., New York 16, N. Y. Automobile installment credit. Arthur O. Dietz, chmn. exec. comm.; Henry Ittleson jr., chmn. of bd.; Ernest Kanzler, vice-chmn. of bd.; L. Walter Lundell, pres.; Alan G. Rude, vice-pres., chge. of sales; William L. Wilson, vice-pres., chge. adv., pub. rel.; L. Y. McAnney, asst. vice-pres., adv. mgr.; R. M. Samuel, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. Gilbert Morris, acct. exec.

UNIVERSAL EQUIPMENT, INC., 2420 Oakville, Alexandria, Va. Design, supply and installation of complete parts, rooms, parts bins, steel shelving, steel lockers, etc. Wm. J. Shanley, pres., and treas.; Morton F. Lewis, vice-pres., secy., wks. mgr. **Adv. Agcy.**—Henry J. Kaufman Associates, Washington, D. C. Al Sarra, acct. exec.

UNIVERSAL FRICTION MATERIALS CO., 1700 United Artists bldg., Detroit 26, Mich. Brake lining for automotive use. Geore Reindel jr., pres.; A. C. McLee, secy.-treas.; William C. Klann, wks. mgr.; A. C. Teetsel, cf. engr.; George Miller, pur. agt. **Det. Rep.**—Frank Sharpe, 1700 United Artists bldg.

UNIVERSAL LUBRICATING SYSTEMS, INC., Allegheny ave., Oakmont, Pa. Michael Dufal, pres.; A. E. Kountz, secy.-treas.; R. R. Farrell, cf. engr.; John J. Hart jr., sales mgr. **Adv. Agcy.**—Sykes Advertising Agency, Pittsburgh, Pa.

UNIVERSAL PRODUCTS CO., INC. 6455 Kingsley ave., Dearborn, Mich. Universal joints and propeller shafts for the automotive trade. V. H. Kendall, pres.; H. B. Orr, vice-pres. sales., adv. mgr.; A. F. Edwards jr., secy.; A. W. Hartig, treas.; A. M. Swigert, vice-pres. mfg., wks. mgr.; A. F. Edwards jr., asst. sales mgr.; S. Crossland, asst. adv. mgr.; C. D. Warnick, field sales mgr., parts and acc. mgr.; R. Minshull, pur. agt. **Det. Sales Reps.**—James Cannon and Robert Ruger. **Adv. Agcy.**—Clark & Bobertz, Inc., Detroit, Mich. Mr. Bobertz, acct. exec.

UNIVERSAL SALES, INC., London rd., Delaward, O. Vanette carovan and Cee-Line production type parcel and door-to-door delivery bodies and conversions. G. W. Way, pres.; J. D. Burke, vice-pres., sales mgr.; H. A. Humes, secy.-treas. **Adv. Agcy.**—Howard Swink Adv. Agcy., Inc., Marion, O. Paul Kohler, acct. exec.

UNIVERSAL STEEL EQUIPMENT CORP., 32-33 47th ave., Long Island City 1, N. Y. Steel shelving, utility tables, parts bins, displayors. Samuel N. Brimberg, pres.; Philip Rosenberg, secy.; Leo Abeles, sales mgr.

UNIVERSAL UNDERWRITERS (Lynn Underwriting Co., Mgr.), 100 R. A. Long bldg., Kansas City 6, Mo. Insurance. J. J. Lynn, pres., gen. mgr.; J. E. Challinor, exec. vice-pres.; H. L. Wieder, first vice-pres.; A. H. Thurmond, secy.; C. F. McReynolds, treas.

UPHOLSTERY LEATHER GROUP, INC., New York 17, N. Y. Genuine leather for upholstery. James H. Liberty, exec. vice-pres. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave., New York 17, N. Y.

(Continued on Page 224)

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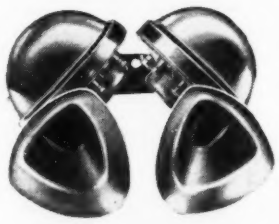
Back in action again. A twin-trumpet electric air horn to meet the needs of engineers *and* designers. Sturdy, graceful design of chrome-plated brass. All-electric, so no installation problem. Mount inside or out, vertically or horizontally; connect to electric system. No tanks, pipes or compressor. No motor "tapping." Height 5½", width 8⅝", length 24". 12½ lbs.



The Sparton J-34

All-purpose air-shell horn fits anywhere. Twin die cast projectors are long-coiled air columns. Pleasing tone for city, plenty of "belt" for highway. Assembled on compact bracket. Mounts three ways. 6¾" high, 9½" wide, 6¾" long. 7¼ lbs.

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1 **Safeguards bulb** — Exclusive Sparton 45° mounting cuts shock and vibration. Prolongs bulb life.

2 **Cuts socket corrosion** — Dust, grime, moisture collect at base, cannot corrode offset socket.

3 **Allows perpendicular mounting** — Offset base permits perpendicular mounting on *any* surface.

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Model 650: Two-face, hollow-stud mount. Red and amber lenses

Model 6105-06: Flush mount. Red (6105) or amber (6106) lenses

Model 651-2: Hollow-stud, pedestal mount. Red (651) or amber (652) lenses

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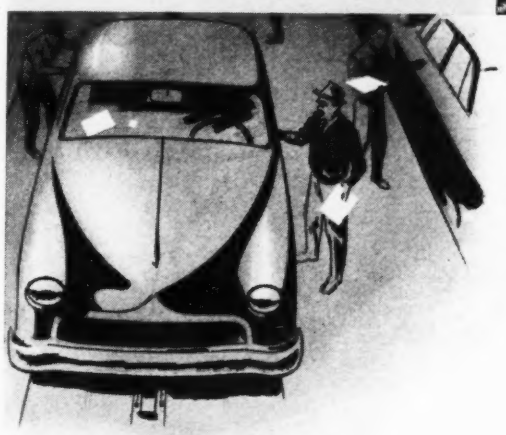

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Who's Who in Auto Industry

(Continued from Page 223)

V

VACO PRODUCTS CO., 317 E. Ontario st., Chicago 11, Ill. Mfg. screw drivers, nut setters, solderless terminals. C. D. Pettingell, pres.; A. E. Shugarman, vice-pres.; Harry Silverstein, treas.; Roy Vetzner, sales mgr.; F. Bernberg, asst. sales mgr.; S. D. Pollack, pur. mgr.; C. Nelson, credit mgr.; J. T. Pettingell, prod. mgr.; R. E. Bagley, chief, special products div.; Claude Blair, eng. and development chief; C. Lohness, wks. mgr. **Adv. Agcy.** — Kencliff-Breslich Co., 221 N. LaSalle st., Chicago, Ill. Herman Breslich, acct. exec.

VACUUM GRIP COVER CO., INC., 54 Washburn st., Bridgeport 5, Conn. Mechanics shop covers, fender covers, seat covers for automobile mechanics. William C. Harben, pres.; Grace Harben, vice-pres.; Bertha Johnson, secy.; Elmer B. Johnson, treas.

VAN AUKEN, INC., 2730 Scotten ave., Detroit 10, Mich. Grille and trunk guards. Jos. B. Montgomery, pres.; Howard Jenkins, chief engr.

VAN BERGEN & GREENER, INC., 1619 N. Hoyne ave., Chicago 47, Ill. Branches: Atlanta, Philadelphia. Parts for shock absorbers and starter drives, rebuilt starter drives, carburetors, shock absorbers, distributors, windshield wiper motors, fuel pumps; generators, regulators, starters, clutch covers and discs, bonded brake shoes, water pumps, brake cylinders, transmissions. George W. Marquardt, pres., sales mgr.; Clem Redden, vice-pres.; W. G. Weldon, secy.-treas.; Wm. Smetak, pur. agt. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill.

VAN CLEFF BROS., INC., Div. of Johns-Manville, 7800 S. Woodlawn ave., Chicago 19, Ill. Friction, rubber, plastic electrical tape, masking tape; structural glass joint and glass setting tapes; patch kits, rubber cement, tube repair gum; vulcanizing cement; tire paint; boot cement; trim cements; sponge rubber weatherstrip; hydraulic brake fluid; shock absorber fluids; gasket shellac compound; gasket sealing paste; gasket sealing fluid (aviation type); bearing blue; motor graphite; rubber aprons. A. R. Fisher, pres.; M. Davier, vice-pres., gen. mgr.; F. M. Hagerty, sales mgr.; Geo. H. Bills, adv., sales prom. mgr.; C. E. Frick, prod. mgr.; John F. Swart, pur. agt.; C. G. Geiger, mdse. mgr. **Det. Rep.**—Geo C. Alexander, 15135 Seminole, Detroit, Mich.

VAN NORMAN CO., 3640 Main st., Springfield 7, Mass. Crankshaft regrinders, boring bars, cylinder honers, valve refacers, cylinder head grinders, pressure plate grinders, piston grinders, brake drum lathes, pin fitting and connecting rod reconditioning machines, milling machines, ball race grinders. J. V. Scott, pres.; C. R. Crowder, exec. vice-pres.; R. W. Porter, secy.-treas.; G. H. Dickinson, vice-pres.; A. F. Stevens, asst. sales mgr., automotive div.; F. P. Healy, chief engr.; T. W. Baush, vice-pres. and gen. export sales mgr.; C. A. Tootill, pur. agt. **Det. Rep.**—Robert Schutt, 3751 Woodland dr., M. R. 1, Milford, Mich. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass.

VANDRUFF SPECIALTIES CO., 4508 E. Firestone, South Gate, Calif. Rear seat auto radio speakers. G. V. Vandruff, partner; S. D. Vandruff, partner, sales mgr.

VANTOOL, 139 N. 22nd, Philadelphia 3, Pa. Brake drum lathes, tire regroovers. Alfred Leith, gen. mgr. **Adv. Agcy.**—W. Wallace Orr, Inc., Philadelphia, Pa. W. Wallace Orr, acct. exec.

VEET MFG. CO., 25753 Groesbeck hwy., East Detroit, Mich. Speed-O-Graph automatic follow-up control system, dealers' steel cabinets, service tools, production machinery, tools and parts. Robert C. Veet, pres.

VELLUMOID CO., 54 Rockdale, Worcester 6, Mass. Sheet packing, gasket material, non-metallic gaskets. R. D. Seamans, pres.; P. C. Beals, treas.; L. Wald, vice-pres., gen. mgr.; T. G. O'Neil, gen. sales, adv. mgr.; W. Zitowitz, D. C. Lindstrom, factory supts.; C. P. Booraem, pur. agt. **Det. Rep.**—C. J. Cazabon, 18481, Fairport ave., Detroit. **Adv. Agcy.**—Smith Assoc., 530 Atlantic ave., Boston, Mass.

VELVAC, INC., 3530 W. Pierce st., Milwaukee 15, Wis. Air and vacuum power braking equipment for commercial trucks and trailers. Waller Carson, pres.

VEN CORP., 2828 Newell st., Los Angeles 39, Calif. Tailgate loaders. W. K. Vogel, pres.; E. W. Neeb, vice-pres.; E. M. Ohrbom, secy.; J. Noland, sales mgr.; Joe Wood, pur. agt. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif. E. Koblitz, acct. exec.

VIBRADAMP CORP., P. O. Box 570, Jackson, Mich. Sound deadening compounds, sealing compounds, protective coatings, underbody coating, caulking materials, windshield and other specialty sealers. J. W. Mortell, chmn. of bd.; John E. Mortell, pres.; James F. Mortell, vice-pres., gen. mgr.; R. C. Jamison sr., vice-pres.; John A. Corboy, secy., treas.

VICKERS, INC., 1400 Oakman blvd., Detroit 32, Mich. Mobile products: Pumps, relief valves, multiple control valves, fluid motors and steering boosters. Harry F. Vickers, pres.; K. R. Herman, vice-pres. and gen. mgr.; James F. Forster, vice-pres.; W. K. Allen, vice-pres., prod.; F. T. Harrington, vice-pres., sales; R. E. Esch, gen. sales mgr.; M. J. Taup, Mobile prod. sales mgr.; E. Doucet, adv. mgr.; James Robinson, chief engr.; R. M. McCabe, vice-pres., pur. agt.; P. H. Emrich, mgr. product serv. dept. **Adv. Agcy.**—Witte and Burden, Detroit, Mich.

VICTOR MFG. & GASKET CO., 5750 Roosevelt rd., Chicago 50, Ill. Gaskets, oil seals, sheet packings. John H. Victor, chmn. of bd.; Geo. E. Victor, pres.; G. E. McAninch, secy.-treas.; O. W. Clifton, vice-pres., wks. mgr.; Edward Gammie, vice-pres., chg. sales; M. L. Liston, asst. sales mgr.; Geo. Fick, adv. mgr.; A. J. Aukers, mgr. ind. sales; B. F. Barrett, pur. agt.; J. Regis, traffic mgr. **Det. Rep.**—S. H. Caldwell, 5-152 General Motors bldg. **Adv. Agcy.** — Buchen Co., Chicago, Ill.

VICTRA CO., 4500 Brockway, Saginaw, Mich. Plastic sun visors, windshield glareshades. Victor L. Jacobs, pres. and treas.; Ralph R. Leland, vice-pres.; B. G. Hay, secy.; Lawrence Schmidt, gen. mgr.; Edward K. Stearns, sales mgr. **Det. Rep.**—Dwight Nelson Assoc., 426 New Center bldg. **Adv. Agcy.**—Bradford-LaRiviere, Inc., Saginaw, Mich. Stewart Bradford, acct. exec.

VISCO-METER CORP., 315 Grote st., Buffalo 7, N. Y. Visco-Meters. W. A. Clare, pres.; C. D. Jones, vice-pres.; Mrs. I. Q. Baird, treas., sales mgr.; James P. Cassidy, wks. mgr. **Adv. Agcy.**—Comstock, Duffes & Co., Buffalo, N. Y. Earl Close, acct. exec.

VISILITE CORP., 1905 N. Michigan ave., Saginaw, Mich. Visors and lever lites. Hugo Braun, pres. and secy.; William Holme-Shaw, gen. mgr.; J. T. Stevers, sales mgr. **Adv. Agcy.** — Bradford-LaRiviere, Saginaw, Mich.

VISION-VISOR CORP., 831 S. Wabash ave., Chicago 5, Ill. Transparent plastic automobile visors, plastic and steel door visors, plastic wading pools. Myron T. Harshaw, pres. and treas.; M. J. Lalick, vice-pres., secy., pur. agt.; Arvid Forsberg, traffic mgr., serv. mgr. **Adv. Agcy.**—Elwin Agency, Chicago, Ill.

VISIrecord, INC., 801 2nd ave., New York, N. Y. Visible vertical record keeping equipment, multiple posting machine, hand duplicating device. Herbert Weston, pres.; John Reid Topping, vice-pres., secy.; Paul S. Nevin, gen. mgr., treas.; J. J. Muir, dir. sales training; Stephen B. Lamb, nat'l sales dir.; Gerald M. Lein, dir. sales prom. John G. Harms, contr.; Gil Anderson, wks. mgr.; Ronnie Prouix, plant supt. **Det. Rep.**—Constant Cavello, 478 St. Claire, Grosse Point, Mich. **Adv. Agcy.**—Hiram Ashe Adv., Inc., 244 Madison ave., New York, N. Y. Hiram Ashe, acct. exec.

VISOR POUCH, 2124 Fifth ave., Pittsburgh 19, Pa. Plastic automotive accessory. Edward J. Steel, owner. **Adv. Agcy.**—Friedman & Rich, Pittsburgh, Pa. Bernard Friedman, acct. exec.

VLCHEK TOOL CO., 3001 E. 87th st., Cleveland 4, O. Forged hand tools, small forgings, molded plastics. E. C. Koster, pres. and gen. mgr.; D. B. Wilson, vice-pres. and treas.; L. F. Storie, secy.; D. A. Cummings, wks. mgr.; Edwin Krall (tools), Emerson Alexander (plastics), sales mgrs.; George Pokorny, asst. sales mgr.; Jos Pazourek, chief engr.; F. J. Tkach, pur. agt. **Det. Rep.**—Wm. Blanchard, 63 W. Milwaukee ave., Detroit, Mich. **Adv. Agcy.** — Bayless-Kerr Co., Cleveland, O. Horace Kerr, acct. exec.

VOGUE RUBBER CO., 1935 S. Indiana ave., Chicago 16, Ill. Premium tires and tubes. L. O. Dodson, pres.; S. D. McPeak, vice-pres. **Adv. Agcy.** — John H. Riordan Co., Los Angeles, Calif.

VOKAR CORP., 7300 Huron River dr., Dexter, Mich. Vokar Dee Tee guns, Vokar solvent, automobile radio vibrators, slide projectors, coils. Ralph H. Card, pres.; Wm. F. Cairns jr., vice-pres., gen. mgr.; Edward F. Conlin, secy.; J. E. Lau, treas.; L. B. Poole, sales mgr.; O. I. Nelson, serv. mgr.; Frank Wilke, chief engr.; J. P. Chynoweth, pur. agt. **Adv. Agcy.**—Vansant, Dugdale & Co., Baltimore, Md. C. M. Buchanan, acct. exec.

VOLTZ BROS., INC., 2520 S. Indiana ave., Chicago 16, Ill. Stur-dee fender and grille guards for trucks. E. W. Lager, pres.; C. J. Bredemann, vice-pres. **Adv. Agcy.**—Bachrodt, Newell, Okane & Gano, Chicago, Ill.

VULCAN MFG. CO., INC., Winona, Minn. Ace-hy hydraulic bumper jack, royal hydraulic bumper jack, Ace-hy universal combination package hydraulic bumper jack and safety wheel block, universal tripod Saf-T-Lift jack, all purpose heavy duty hydraulic truck and tractor jack, vulcan air cleaner service unit, super model. R. E. Lange, pres.; J. L. Ward, vice-pres.; Harold Nilson, engr.; David M. Lange, pur. agt.; Leonard Schricker, secy.-treas.; John Phenning, works mgr.; Henry L. Evans, traffic mgr. **Det. Rep.**—J. L. Ward jr., 5-210 General Motors bldg., Detroit. **Adv. Agcy.**—E. W. Sann & Assocs., Minneapolis, Minn.

W

W & M PRODUCTS CORP., 13650 Ten Mile rd., E. Detroit, Mich. Automobile sound deadeners, body sealers, chassis paints, rust preventives, government spec. dipping wax, car undercoating. G. R. Widger, pres., gen. mgr. and pur. agt.; E. J. Stabler, vice-pres.; C. E. Macdonald, secy.-treas. and sales mgr.

W & W CHEMICAL CO., INC., 130 Lincoln st., Boston 35 (Brighton), Mass. Auto finishes. Merton E. Williams, pres., sales mgr.; Donald E. Wilbur, secy.-treas.; R. Earll Dudley, adv. mgr.; M. Guernsey, dir. sales serv.; Geo. P. Allen, pur. agt.

WADE ELECTRIC PRODUCTS CO., 211 Jacob st., Sturgis, Mich. Line connectors, spade type; terminal blocks, junction blocks, spade terminals, headlight connectors, rotary sockets, snap-in; glove compartment light switch, sockets, dome and tiallight; electrical heating units for clothes driers, laminations for fractional h. p. motors, stampings, misc. Chas. E. Wade, pres., gen. mgr.; Jasper Long, vice-pres., prod. mgr.; J. L. Whitmer, asst. treas.; E. C. Aitvater, secy.; Roger Ort, asst. prod. mgr.; Harley M. Newcomb, cf. prod. engr.; R. L. Driver, pur. agt.; C. C. Jorn, asst. sales mgr.

WADELL EQUIPMENT CO., 119 South ave., Garwood, N. J. Brake drum lathes, riveting machines. Joseph Massari, gen. mgr.; Vito Massari, wks. mgr.; R. D. Sansone, sales mgr.

WAGNER ELECTRIC CORP., 6400 Plymouth ave., St. Louis 14, Mo. Hydraulic brakes and parts, hydraulic brake fluid, brake lining, air brake and parts, tools and equipment, clutch facings, tachographs, NoRol electric motors, transformers, industrial bridge brakes. P. B. Postlethwaite, chmn. of bd.; J. H. Devor, pres.; F. F. Simon, G. A. Waters, vice-presidents; H. N. Felton, sales vice-pres.; J. D. Eby, secy.-treas.; C. W. Hesse, wks. mgr.; J. R. Rose, sales mgr.; L. C. Dobrunz, adv. sales prom. mgr.; H. H. Brandenburger, serv., parts, acc. mgr.; W. R. Freeman, cf. engr.; J. S. Smith, dir. of pur.; R. Druschky, traf. mgr.; G. W. Brown, exec. engr. **Det. Rep.**—J. W. Bryant, 6050 Cass ave., Detroit. **Adv. Agcy.**—A. R. Mogge, Inc., 307 N. Michigan ave., Chicago 1, Ill.

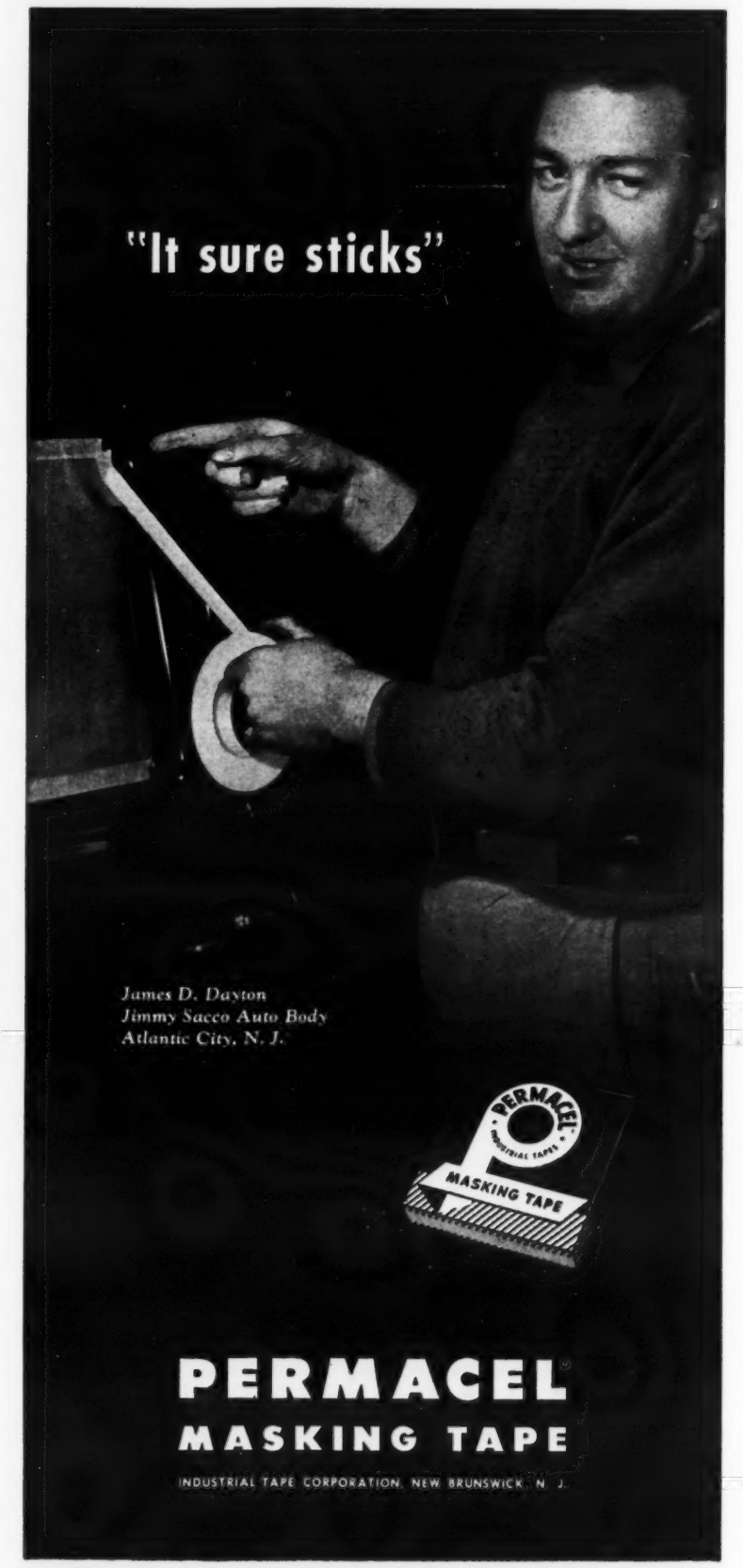
WALCO PRODUCTS, 3168 Main st., Stratford, Conn., and 1077 Pembroke st., Bridgeport, Conn. Stazon Permanent service covers for automotive shops. W. Brewster Coley, gen. mgr.; John G. Banks, sales mgr.; David E. Smith, regional sales mgr.; John R. Mosca, plant mgr.

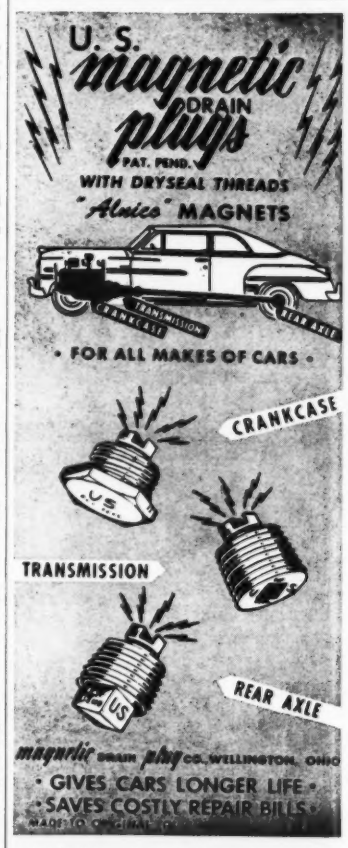
WALDES KOHINOOR, INC., 47-16 Austel pl., Long Island City 1, N. Y. Retaining rings, retaining ring pliers. S. Waldes, pres.; H. Waldes, vice-pres.; G. Waldes, vice-pres., secy.; M. M. Miller, treas.; B. Brozek, wks. mgr.; H. F. Bower, sales mgr.; J. Bloom, adv. mgr.; O. Kolbert, tech. adviser in chge. engrg.; H. Van Cleaf, pur. agt. **Det. Rep.**—Clifford & Lynch, 901 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Grey Adv. Agency, New York 1, N. Y. H. Newman, acct. exec.

WALKER & CO., 88 Custer, Detroit 2, Mich. Automobile dealer identification signs; electric displays (signs), neon, zeon. Clarence D. Blessed, pres.; Thomas F. Wolcott, vice-pres.; George V. Brandt, vice-pres.; Lee A. Kremer, secy.; Evan P. Bayne, treas.

WALKER MFG. CO. OF WISCONSIN, Racine, Wis. Portable and service jacks (hydraulic and mechanical); electric lifts; exhaust silencers and pipe; hydraulic jack oil; penetrating oil; oil filters and cartridges. James S. Allan, pres.; John

(Continued on Page 225)





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Who's Who in Auto Industry

(Continued from Page 224)

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WARD BODY WORKS, INC., 807 Harkrider, Conway, Ark. School and transit buses. D. H. Ward, pres., gen. mgr.; Nile O. Moore, vice-pres.; Bertha E. Ward, secy-treas.; Emil Thornton, wks. mgr.; J. C. Eaton, sales mgr.; W. C. Ferguson jr., cf. engr.; George R. Evatt, pur. agt.; Fred Simpson, parts and acc. mgr.; Roy Higgason, traf. mgr.

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(Continued on Page 226)

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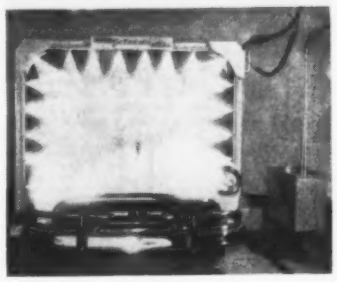

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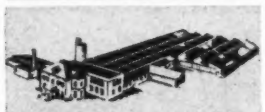

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(Continued from Page 225)

McNeal, pur. agt.; A. S. Earp, traffic mgr.; G. T. Fonda, pub. rel. mgr. **Det. Rep.**—F. J. White, General Motors bldg. **Adv. Agcy.** — Campbell-Ewald, Detroit, Mich. W. P. Stewart, acct. exec.

WELD-BUILT BODY CO., INC., 59-03 Preston Court, Brooklyn 34, N. Y. Wrecking equipment, truck - mounted amusement rides, towing equipment, crash trucks. Arthur Nelson, pres.; Joseph Milan, vice-pres. **Adv. Agcy.**—The Saltzman Co., New York, N. Y.

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WHITNEY CHAIN CO., 237 Hamilton st., Hartford 2, Conn. Replacement timing chain, industrial power trans. chain. R. F. V. Stanton, pres.; J. W. Anderson, vice-pres., sales; P. C. Boyd, secy.; B. G. Tyrrell, treas.; H. W. Beder, jr., gen. mgr.; R. G. Atkins, sales mgr., sales prom. mgr. and adv. mgr.; L. H. Whitney, chief engr.; W. E. Welles, pur. agt.; S. G. Corbett, traffic mgr. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass.

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WIGGLER CO., THE, 71 Leroy ave., Buffalo 14, N. Y. Windshield visors, mechanical directional signal for trucks. George J. Zeis, owner; Raymond M. Zeis, gen. mgr.

WILBUR & WILLIAMS CO., THE, 130 Lincoln st., Boston 35 (Brighton), Mass. Specialized industrial paints and coatings; rust inhibitive, full rubber base and vinyl acid resistants. Merton E. Williams, pres.; Donald E. Wilbur, secy. and treas.; R. Earll Dudley, adv. mgr.; M. Guernsey, dir. of sales serv.; George P. Allen, pur. agt. **Adv. Agcy.**—Harry M. Frost Co. Inc., 260 Tremont st., Boston 16, Mass.

WILKENING MFG. CO., 2000 S. 71st st., Philadelphia 42, Pa. Piston rings, piston resizers, ring compressors, piston-pin removing tool, cylinder de-glazer, piston groove cleaner, lathes, gauges. F. W. Wilkening, pres.; W. S. Loeb, vice-pres.; W. E. Wilkening, vice-pres, in chge. of sales; H. E. Gerstley, vice-pres., treas.; D. A. Cowhig, vice-pres, and gen. mgr.; R. W. Doherty, replacement sales mgr.; Walter A. Kirkpatrick, adv. and sales prom. and pub. rel. mgr.; Helmuth G. Braendel, chief engr.; F. Solis-Cohen, pur. agt. **Det. Rep.**—Thos. W. Moss & Assoc., 19250 James Couzens hgwy. **Adv. Agcy.**—Al Paul Lefton Co., Inc., Philadelphia 3, Pa.

WILLARD STORAGE BATTERY CO., 246-286 E. 131st st., Cleveland 1, O. Storage batteries, dry batteries, cables and cable accessories, battery service equipment. C. E. Murray, pres.; D. N. Smith, exec. vice-pres.; B. H. Shaffer, vice-pres., chge. mfg.; J. S. Hudson, secy.; H. A. Gardner, treas.; J. E. Hatfield, wks. mgr.; F. R. Somers, vice-pres., chge. sales; G. A. Borchik, replacement sales mgr.; H. C. Negus, mdse. mgr.; C. F. Oestermeyer, mgr. sales engr.; C. H. Endress, chief engr.; F. L. Kulow, dir. of purchases, F. J. Reynolds, pur. agt.; R. Stadick.

(Continued on Page 227)

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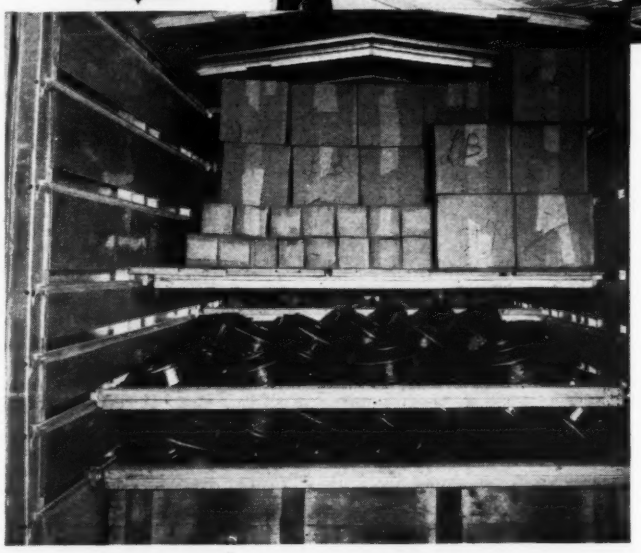

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Who's Who in Auto Industry

(Continued from Page 226)

traffic mgr.; R. A. Risk, mgr. rel. lines sales; J. C. VanAllen, mgr. mfrs., sales. **Det. Rep.**—L. P. McCarthy, G. I. Lyman, 415 Curtis bldg., 2842 W. Grand blvd., Detroit. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. R. E. Pfleger, acct. exec.

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WILSON CO., THE, Mfg. of Wilco Products, 959 Commonwealth ave., Boston, Mass. Exhaust extension, motor moly, glow trim, sun visors, license plate brackets, fender whisker. William B. Sandler, pres., sales mgr.

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WISCONSIN MACHINERY & MFG. CO., 6048 W. Beloit rd., Milwaukee 14, Wis. Pistons (alum. and iron), sleeves (liners), sleeve assemblies. L. B. Vogel, pres., treas., gen. mgr.; O. W. Brown, vice-pres., sales mgr.; D. B. Kuenzli, secy., pur. agt.; P. Schreck, wks. mgr. **Det. Rep.**—R. Talbott.

WITCO CHEMICAL CO., 75 E. Wacker dr., Chicago 1, Ill. Witcote No. 4 undercoating, vibration dampeners, protective coatings. R. I. Wishnick, pres.; William Wishnick, secy., treas.; B. L. Lewis, sales mgr. (automotive div.); W. F. Twombly, adv. mgr. **Adv. Agcy.**—Hazard Adv. Co., New York. Wm. Mordwin, acct. exec.

WIX CORP., Gastonia, N. C. Oil filters, replacement cartridges (automotive and industrial). A. H. Sims, pres.; L. G. Alexander, exec. vice-pres.; W. S. Barfield jr., vice-pres. and treas.; P. G. Crawshaw, vice-pres. sales; R. W. Owen, asst. sales mgr.; Arthur Hull-Ryde, vice-pres., sales mgr.; P. L. Francois, equip. sales rep.; A. A. Wilson, mgr. ind. div. **Adv. Agcy.** — Humbert & Jones, New York, N. Y.

WOHLERT CORP., 708 E. Grand River, P.O. Box 1109, Lansing 5, Mich. Flywheel starter gears, water and oil pumps, clutch parts, tie rod ends, king bolts, miscellaneous automotive parts. Walter F. Patenge, pres., gen. sales and adv. mgr; Harry D. Hubbard, secy., treas.; Jud L. Hopkins, wks. mgr.; Arthur G. Reiser, chief engr.; A. A. Nelson, pur. agt. **Adv. Agcy.**—Harry Deady, Lansing, Mich.

WOLF CO., JOHN E., Home State Life bldg., Oklahoma City 3, Okla. The Wolf plan of service merchandising, John E. Wolf, pres.; J. C. Holman, vice-pres.; J. C. Geary, dealer relations.

WOLF'S HEAD OIL REFINING CO., INC., Fair bldg., Oil City, Pa. Wolf's Head motor oil and lubes, Pennsylvania lubricating oils, white crude scale wax, gasoline, kerosene, fuel oil. A. W. Scott, pres.; J. B. Mitchell, vice-pres.; E. E. Bellen, secy. and treas.; W. B. Smith, refinery supt.; C. R. Scott, branded oil sales mgr.; O. P. Keeney, refinery sales; W. J. Scott, pur. agt.; L. R. Cavanaugh, traffic mgr. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa.

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WOOD CO., JOHN, Bennett Pump Div., Muskegon, Mich. Gasoline pumps, barrel pumps, grease dispensers, oil dispensing equipment, islanders, tireflators, hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres. and gen. mgr.; H. J. Wesley, vice-pres. and treas.; S. K. Makemson, vice-pres. and gen. sales mgr.; A. C. Raschke, asst. to vice-pres. and gen. sales mgr.; G. E. Woolfson, adv. mgr.; W. M. Hoxie, serv. mgr.; Robert Allen, chief engr.; R. L. Borgeson, pur. agt.; H. C. Stamer, traffic mgr. **Det. Rep.**—T. G. Downey, 7310 Grand River ave., Detroit, Mich. **Adv. Agcy.** — Morey, Humm & Johnstone, Inc., 350 Fifth ave., New York 1, N. Y.

WOODALL INDUSTRIES, INC., 7565 E. McNichols rd., Detroit 34, Mich. Body trim panels, body insulations, formed fiber parts, visors, leather grained fiberboards, trim and insulating assemblies. H. J. Woodall, pres.; M. E. Griffin, secy. and treas.; C. B. Johnson, exec. vice-pres.; R. T. B. Peirce, sales mgr.; F. L. Chadwick, asst. sales mgr.; J. W. Greig, chief engr.; G. K. Geisbuhler, pur. agt.; Norman Krause, asst. pur. agt.; Ross McCann, traffic mgr.

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WORLD BESTOS, P. O. Box 233, New Castle, Ind. Brake linings, rolls, sets, blocks, clutch facings. William J. Nanfeldt, gen. mgr.; Wm. F. Rogge, gen. sales mgr.; L. G. Kersgard, mgr., special accounts sales; H. L. Sorensen, pur. agt.; R. A. Riley, compt. **Det. Rep.**—(Original Equipment) — Homer B. Sission, 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

WORMAN, INC., LAUREL CO., 1511 and 1621 Madison ave., Toledo 1, O. Laurel C. Worman, pres., treas.; R. J. Krugh, vice-pres., gen. mgr.; L. J. Vinings, vice-pres. and gen. mgr., Jee-Cab div.; Ruth W. Worman, secy.; W. G. Morgan, wholesale mgr.; E. W. Worman, gen. sales mgr.; Arch. Gardiner, serv. adv. and mdse. mgr.; Kenneth Gregson, parts mgr.; Bill Sheahan, E. S. Forsythe, Bill Gilbert, E. Smith, sales mgrs.

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WRIGHT HOIST DIV., American Chain & Cable Co., Inc., York, Pa. Hand-operated and electric hoists, overhead traveling cranes. W. F. Wheeler (N.Y.), chmn. of bd.; C. N. Johns (N.Y.), pres.; E. J. Williams (N.Y.), W. D. Kirkpatrick (York, Pa.), vice-presidents; A. C. Laske (Bridgeport), secy.; Stanley Mann (Bridgeport, Conn.), treas.; S. J. Woodworth (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport, Conn.), adv. mgr. **Adv. Agcy.** — Reincke, Meyer & Finn, Chicago 11, Ill. Wallace Meyer, acct. exec.

WUDEL MFG. CO., EDMUND J., 6082 Ferguson dr., Los Angeles 22, Calif. Vixen spark plug cleaner and tester and replacements for same, specialty mechanics hand tools. Edmund J. Wudel, owner; Ruth Wudel, secy. and treas.

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(Continued on Page 228)

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Who's Who in Auto Industry

(Continued from Page 227)

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YANKEE METAL PRODUCTS CORP., 25 Grand st., Norwalk, Conn. All lighting equipment for cars and trucks, mirrors, fire extinguishers, directional signals, oil flares, etc. Benjamin Putterman, pres.; Harold Putterman, vice-pres. and treas.; Milton Putterman, secy., adv. and sales prom. mgr.; Beadye Emmer, asst. sales mgr.; Edward Lippman, asst. sales mgr.; Irving Fass, pur. agt. **Det. Rep.**—Wm. Kinmont, c/o B. L. Maas & Assoc., 731 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.** — Reiss Advertising, New York, N. Y. B. M. Reiss, acct. exec.

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YOUNG SPRING & WIRE CORP., L. A., 9200 Russell st., Detroit 11, Mich. Automobile cushions and back springs; mechanical springs; wire shapes and forms; metal garnish mouldings; instrument boards. Grant L. Cook, chmn. of bd.; N. D. Ely, pres.; T. Couper, vice-pres., sales and adv. mgr.; P. J. Gailette, gen. sales mgr.; A. W. Ackerman, secy. and treas.; G. P. Nelson, chief engr.; G. L. Ouellette, pur. agt.; W. A. Hower, traffic mgr. **Adv. Agcy.** — Zimmer-Keller and Calvert, Inc., Detroit, Mich. Warren H. Chittenden, acct. exec.

Z

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'52 Registrations in Leading Counties

COUNTY, PRINCIPAL CITY, STATE	PASSENGER CARS	TRUCKS
5 Boroughs, New York, N. Y.	1,128,750	124,14[illegible]
Cook, Chicago, Ill.	1,080,676	116,37[illegible]
Los Angeles, Los Angeles, Calif	1,679,071	205,74[illegible]
Wayne, Detroit, Mich.	758,876	79,546
Philadelphia, Phila., Pa.	369,032	55,875
Allegheny, Pittsburgh, Pa.	337,072	47,530
Cuyahoga, Cleveland, Ohio	422,623	42,477
St. Louis, St. Louis, Mo.	314,027	53,754
Baltimore, Baltimore, Md.	259,920	35,690
Middlesex, Lowell, Mass.	270,417	34,268
Erie, Buffalo, N. Y.	247,420	29,058
Essex, Newark, N. J.	241,035	34,958
Suffolk, Boston, Mass.	145,369	26,669
Milwaukee, Milwaukee, Wis.	238,807	27,528
Harris, Houston, Texas	232,165	48,130
Washington, D. C.	178,114	23,081
San Francisco, San Francisco, Calif.	215,972	41,591
Alameda, Oakland, Calif.	254,468	35,353
King, Seattle, Wash.	225,773	34,959
Hamilton, Cincinnati, Ohio	186,907	24,032
Nassau, Hempstead, N. Y.	283,958	23,114
Hennepin, Minneapolis, Minn.	222,538	26,786
Hudson, Jersey City, N. J.	125,882	17,097
Dallas, Dallas, Texas	185,075	35,317
Westchester, Yonkers, N. Y.	180,910	18,610
DeKalb-Fulton, Atlanta, Ga.	169,611	30,274
Clay-Jackson, Kansas City, Mo.	163,845	27,631
San Diego, San Diego, Calif.	205,780	29,383
Providence, Providence, R. I.	165,049	22,622
Orleans Parish, New Orleans, La.	110,432	18,398
Jefferson, Birmingham, Ala.	114,073	22,917
Marion, Indianapolis, Ind.	176,590	29,425
Bergen, Hackensack, N. J.	189,339	19,177
New Haven, New Haven, Conn.	146,121	23,414
Worcester, Worcester, Mass.	140,500	20,481
Hartford, Hartford, Conn.	161,566	22,930
Dade, Miami City, Fla.	188,337	28,526
Essex, Lynn, Mass.	130,508	17,238
Franklin, Columbus, Ohio	157,651	23,540
Bexar, San Antonio, Texas	129,477	23,588
Fairfield, Bridgeport, Conn.	165,195	21,460
Shelby, Memphis, Tenn.	106,212	18,631
Monroe, Rochester, N. Y.	143,426	15,767
Jefferson, Louisville, Ky.	113,312	19,812
Multnomah, Portland, Ore.	165,663	30,065
Denver, Denver, Colorado	148,491	23,325
Trumbull-Mahoning, Youngstown, Ohio	121,229	14,956
Oakland, Pontiac, Mich.	150,113	15,065
Summit, Akron, Ohio	127,978	15,688
Norfolk, Norfolk, Virginia	84,101	12,203
Montgomery, Dayton, Ohio	129,686	14,754
Union, Elizabeth, N. J.	129,887	13,790
Norfolk, Quincy, Mass.	117,806	10,571
Lucas, Toledo, Ohio	126,360	13,603
Luzerne, Wilkes-Barre, Pa.	84,572	14,089
Bristol, Fall River-New Bedford, Mass.	96,714	13,819
Tarrant, Ft. Worth, Texas	121,637	20,923
Lake, Gary, Ind.	99,271	14,145
Hampden, Springfield, Mass.	101,516	13,584
Montgomery, Norristown, Pa.	118,783	14,795
Ramsey, St. Paul, Minn.	114,425	15,280
Maricopa, Phoenix, Arizona	106,047	27,308
Onondaga, Syracuse, N. Y.	97,306	12,744
Passaic, Paterson, N. J.	96,367	14,030
Oklahoma, Oklahoma City, Okla.	113,518	25,138
Davidson, Nashville, Tenn.	76,343	14,241
Westmoreland, N. Kensington, Pa.	74,698	12,812
Duval, Jacksonville, Florida	81,396	15,867
Camden, Camden, N. J.	78,142	9,896
Henrico, Richmond, Va.	73,418	16,542
Kent, Grand Rapids, Mich.	96,929	13,715
Stark, Canton, Ohio	88,954	12,842
Pierce, Tacoma, Wash.	76,560	13,557
Suffolk, Lindenhurst, N. Y.	106,273	15,987
Salt Lake, Salt Lake City, Utah	88,666	16,077
Douglas, Omaha, Nebraska	83,792	12,620
Genesee, Flint, Mich.	90,681	10,106
Hillsborough, Tampa, Fla.	76,583	16,690
Berks, Reading, Pa.	72,498	12,433
Tulsa, Tulsa, Oklahoma	90,015	19,606
Lackawanna, Scranton, Pa.	49,983	9,521
Mobile, Mobile, Ala.	48,937	10,974
Mercer, Trenton, N. J.	65,627	11,567
Sedgwick, Wichita, Kansas	91,306	16,115
Polk, Des Moines, Iowa	68,956	11,929
Spokane, Spokane, Wash.	66,190	13,697
Knox, Knoxville, Tenn.	49,803	9,060
Oneida, Utica, N. Y.	58,287	9,504
New Castle, Wilmington, Delaware	57,318	12,724
Erie, Erie, Pa.	64,070	9,841
St. Joseph, South Bend, Ind.	66,556	9,936
Hamilton, Chattanooga, Tenn.	45,029	8,680
El Paso, El Paso, Texas	42,645	8,021
St. Louis, Duluth, Minn.	59,531	11,033
Mecklenburg, Charlotte, N. C.	53,179	12,463
Lehigh, Allentown, Pa.	50,961	8,903
Pulaski, Little Rock, Ark.	47,315	10,547
Allen, Fort Wayne, Ind.	58,104	8,638
Caddo Parish, Shreveport, La.	50,979	10,911
Peoria, Peoria, Ill.	53,373	8,465
Nueces, Corpus Christi, Texas	45,778	10,459
E. Baton Rouge, Baton Rouge, La.	44,796	10,057
Wyandotte, Kansas City, Kansas	48,991	8,276
Travis, Austin, Texas	42,902	8,595
Vanderburgh, Evansville, Ind.	43,070	7,607
Chatham, Savannah, Ga.	33,841	6,053
Montgomery, Montgomery, Ala.	28,898	7,835

Milestones in the Development of Transportation

No one has successfully written the complete chronology of transportation. Many have tried. But when you consider that to start such a task you have to go back to the alleged first steam engine built by Hero of Alexandria in 130 B.C., you have an appreciation of the amount of ground to be covered. Automotive News hopes this yearly compendium may help.

130 B. C.

Hero of Alexandria built first steam engine of record.

1250 A. D.

Roger Bacon prophesied the coming of horseless carriages. Grand Canal of China constructed.

1487

Lock canal constructed at Milan, Italy, on Leonardo da Vinci's plan. His geared wheel belongs to a slightly earlier period.

1560

"Carriages without horses shall go"—prophecy of Mother Shipton.

1619

English patent granted to Ramsay and Wildgoose for "drawing carts without horses."

1644

Jean Theson granted a French patent on horseless carriage propelled by two seated men.

1649

Hutsch in Germany and Richard in France made autocars propelled by passengers.

1655

Fr. Verbiest in China applied steam to propulsion of a carriage, by applying a steam jet to a small windmill mounted on wheels.

1689

Model steam engine produced on lines suggested by Sr. Isaac Newton; resembled Hero's in principle.

1690

Denis Papin invented earliest piston-and-cylinder steam engine; applied this to a carriage and made it move.

1695

Sir Humphrey Mackworth applied sails to his wagons on the trainway at his colliery at Neath, South Wales.

1748

Vaucanson drove before Louis XV a carriage propelled by clockwork springs.

Benjamin Franklin's successful electrical jump-spark experiment.

1769

Capt. Nicholas Joseph Cugnot built a steam tractor for French artillery use, the first self-propelled vehicle constructed for definite use as contrasted with experimentation.

James Watt patented, after experiments beginning in 1764, his separate condenser for steam engines, and other improvements increasing the effectiveness of steam power.

1784

William Murdock, associate of Watt, successfully tested a small steam carriage now in the British Museum.

1787

Oliver Evans secured right to use Maryland roads for a steam carriage.

1789

Nathan Read drove a paddlewheel steamboat at Danvers, Mass.

Oliver Evans took out first American patent on a self-propelled road vehicle. Patent issued by State of Maryland.

1800

Sir George Medhurst patented an explosive (gunpowder) engine and proposed to apply this to a carriage.

1801-02

Richard Trevithick built and drove successfully a steam engine (London, England).

1807

Fulton's Clermont, paddle-wheel steamship, began to ply between New York and Albany.

1818

Rudolph Ackerman patented in England a tangential steering device originated in Munich by George Lankensperger, the first to work the modern principle of rounding corners.

1820

Farish and Cecil built explosion engines using hydrogen gas.

1821

Julius Griffiths of England patented a steam carriage, which was well constructed by the famous mechanic, Bramah.

1824

W. H. James produced his first steam carriage, which aroused wide interest in the mechanical world.

Burstall and Hill's steam "drag."

1825

Two American steam carriages appeared, one by T. W. Walker, in Edgar County, Ill., and one in Springfield, Mass., by Thos. Blanchard, who received the endorsement of the Massachusetts Legislature.

London amazed by a carriage drawn by kites.

1827

England entered actively into the building of steam carriages, with Walter Hancock and Sir Goldsworthy Gurney leading. Hancock is credited with being the first to use chain transmission and to make tight metallic joints capable of withstanding high steam pressures.

1829

First successful use of planet gearing—Paris.

First locomotives imported into United States.

1831

Select committee of British Commons held hearings to review the progress of mechanical transport; decided steam carriages were not harmful to roads. Nevertheless, power vehicles were discriminated against for the next 60 years in England.

First railway locomotive built in United States.

1833

Richard Roberts of Manchester, England, applied differential gearing to a steam carriage.

1835

Dietz credited with being the first to use solid India rubber tires.

Comte d'Asda drove a Maceroni and Squire steam carriage from Brussels to Paris.

1839

Robert Anderson of Aberdeen, Scotland, drove a carriage powered by a primitive electric motor. The first electric carriage.

1841

First tractor, or steam "cart horse," by William Worby of England, appeared.

F. Hill's steam carriage did 25 miles per hour and covered 128 miles in one day over heavy roads.

1844

S. Perry patented air and water cooled engines; tube ignition.

1845

Robert William Thompson of England patented the pneumatic tire.

1846

The caterpillar tractor appeared.

1851

W. M. Storm patented an engine in which gas was compressed before ignition and fired by a jump spark.

1855

Drake (United States) introduced incandescent metal as ignition method for gaseous mixtures.

1856

Single front steering wheel first mentioned—Lotz.

Richard Dudgeon of New York City built his first steam carriage.

1860

Lenoir of Paris perfected the gas engine, using electric spark ignition. Placing one in a carriage, he made a three-mile trip.

1862

Beau de Rochas suggested the four-cycle motor.

1865

Important patents granted to Mackenzie in England covering intermediate clutch or "disconnecting device," etc.

Brothier in Paris demonstrated a compression type motor.

Great Britain, after a long series of restrictive laws, place on the statute books a law requiring a self-propelled vehicle to be preceded by a man carrying a red flag.

1866

Otto and Langen brought out their improved gas engine using the four-cycle

(Continued on Page 230)

His service man "saved" him *a few bucks...*

but might have cost him his life!

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From 130 B.C. to 1953 . . .

Milestones in Transportation

(Continued from Page 229)

sequence; patented in United States the next year.

1867

Thompson placed pneumatic tires on steam carriages.

1868

Charles Ravel of Paris produced a steam tricycle with direct drive.

1871

Dr. J. M. Carhart built at Racine, Wis., a steam buggy.

1872

George B. Brayton, an Englishman living in Boston, applied for a patent on a two-cylinder gasoline engine, "earliest to use fuel oil instead of gas." (Enc. Brit.)

1873

George B. Selden of Rochester, N. Y., began experiments on fuels for internal combustion engines.

In Paris, Amadee Bollee built the famous steam omnibus, L'Obesiante, which 22 years later entered the Paris-Bordeaux race and covered the route.

1875

The State of Wisconsin offered a bounty of $10,000 to the inventors of a successful steam carriage.

1879

Pioneer patent of American automobile industry applied for by George B. Selden.

1880

Lawson of England invented an engine driven by the explosion of gasoline.

1881-82

In France and England, electric tricycles were brought out.

1883

Delamare-Debouteville in France and Edward Butler in England came forward with motor tricycles. Butler's was driven by the explosions of benzoline vapors; the Frenchman's by explosions of illuminating gas. De Dion, Bouton, and Trepardoux began the manufacture of steam cars, one of which won the Paris-Marseilles race of 1897. By 1889 one of their steam drags had hauled heavy loads at 24 m.p.h.

1884

John and Thomas Clegg built the first self-propelled vehicle in Michigan—a four-wheeled steamer. In operation 1885.

The first oil motor car took the road, by Delamare-Debouteville and Malandin, Paris. The car carried a carburetor by Malandin.

1885

Gottlieb Daimler (Germany) invented his famous petrol-vapor engine on the Otto cycle, the first motor to be manufactured in quantity.

Fernand Forest (France) built a four-cylinder motor and installed improved carburetion.

Carl Benz brought out a three-wheeled motor car, using vapor of benzine.

1886

Daimler applied his engine to a bicycle and developed novel features, notably the bubbling carburetor.

Benz developed a car with improved devices for variable speeds, reaching 15 m.p.h.

1887

Daimler brought out his first car.

Ransom E. Old's first steamer appeared, steam engine being generated by burning gasoline.

Radcliffe Ward's electric cab appeared, followed shortly by his electric omnibus.

1888-89

Leon Serpollet placed his flash or instantaneous generation boiler in a tricycle, then in a carriage. This boiler gave steam cars a new lease on life.

1890

Olds Gasoline Engine Works organized at Lansing, Mich., for $30,000.

1891

Clincher rim patented by Thomas B. Jeffery.

1893

First importation of an automobile in the United States—a Benz shown at the World's Fair, Chicago.

1894

First gasoline automobile driven in Detroit by Charles B. King, later with Olds.

Olds began work on his first gasoline car at Lansing, Mich., and Elwood Haynes at Kokomo, Ind.

Panhard & Levassor, Paris, with French rights on the Daimler motor, led the industry in design, placing the motor under the hood and otherwise creating a car along modern lines.

First road-race, Paris to Rouen, 78 miles. All of the starters finished. Won by de Dion with an average speed of 12 m.p.h.

1895

Olds brought out its first car powered with an internal combustion motor.

Henry Ford begins construction of a quadricycle, driven by a two-cylinder gasoline engine.

First American automobile road race, organized by the Times-Herald, Chicago, won by Duryea.

Paris-Bordeaux race, 732 miles, won by Peugeot on a technicality. Panhard finished first.

Selden patent granted.

1897

Olds Motor Vehicle Co. organized.

Application made to British Patent Office for electric self-starter by E. J. Clubbe and Alfred W. Southey.

1898

Chambered spark plug patented by Frank W. Canfield, Michigan lumberman.

Aluminum alloy introduced by Haynes.

Electric taxicabs placed in service in New York City.

1899

Olds Motor Works organized and began building in Detroit, first factory for automobile production. This year, too, Pittsburgh Motor Vehicle Co., later Autocar, and St. Louis Motor Carriage Co., later Darris, were formed.

Automobile Club of America founded.

A Cleveland - New York record of 47 hours, 24 minutes established by Alexander Winton.

1900

First automobile advertisement placed in the Saturday Evening Post.

First automobile show held in Madison Square Garden, New York City.

National Automobile Manufacturers Assn. formed.

First American cars mounted power plant in front — Columbia, Rambler and Winton.

Packard, Oldsmobile, National, Peerless, Stearns, Knox and Baker Electric organized.

1901

Connecticut enacted the first automobile traffic law.

Roy D. Chapin (Secretary of Commerce, 1932) drove Oldsmobile curved-dash runabout from Detroit to New York City—first light car to make the trip.

First appearance of five-passenger body designs in United States.

David D. Buick established Buick Auto-Vim & Power Co., Detroit.

Notice served on Columbia by Electric Vehicle Co., that suit under Selden patent would be filed.

1902

Cadillac Automobile Co. organized.

Chrome-nickel and tungsten steels introduced.

David D. Buick adapted his marine motor to a "horseless buggy."

Steering wheel supplanting tiller steer.

Peerless first to adopt shaft drive with live rear axle.

Birth of White Steamer, Elmore two-cycle and Locomobile gas car.

1903

Buick Motor Co. organized; capital, $75,000.

One-cylinder Cadillac appeared—1,895 sold the first year.

Ford Motor Co. organized.

Auburn produced its first car, so did Apperson and Marmon.

American Automobile Assn. organized in Chicago.

Windshields, front radiators, tilted steering columns, and canopy tops appeared.

Association of Licensed Manufacturers form to manufacture under Selden patent—ALAM.

Oldsmobile production of curved-dash runabouts reached 4,000. Automobile production in U. S. reached $6,250,000, nearly half of it being Olds.

Packard moved from Warren, Ohio, to Detroit.

1904

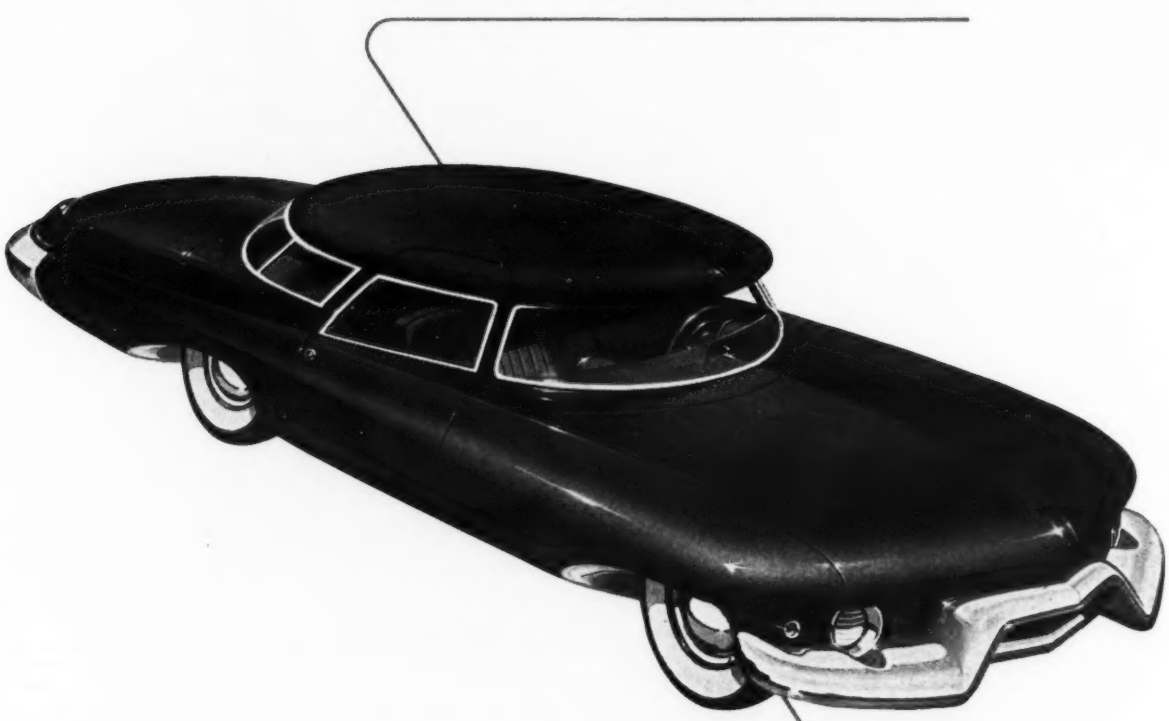
Cadillac Motor Car Co. organized by merger of Cadillac Automobile Co. and Leland & Faulconer.

W. K. Vanderbilt jr. drives mile on Florida beach in 39 seconds.

Innovations: straight - eight engine, shock-absorbers, pressure engine lubrication, automatic carburetors.

(Continued on Page 231)

Specify N·A·X HIGH-TENSILE STEEL for Lighter Weight Longer Life with Economy



N-A-X HIGH-TENSILE, with its 50 percent greater strength than that of mild carbon steel, means that thinner sections can be used . . . resulting in lighter weight of products. Because it is an alloy steel, it possesses much greater resistance to corrosion with either painted or unpainted surfaces. It has high fatigue and impact values, at normal and sub-temperatures, with the abrasion resistance of a medium high carbon steel . . . resulting in longer life of products.

N-A-X HIGH-TENSILE has outstanding cold-forming properties, and its response to welding, by any method, is excellent. Due to its inherently fine grain and higher hardness, it can be ground and polished to a high degree of lustre at lower cost than possible with mild carbon steel.

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258 E. Vernor Hwy. Detroit 1, Mich.

From 130 B.C. to 1953 . . .

Milestones in Transportation

(Continued from Page 230)

1905

Buick production rose to 750 cars.

First Glidden endurance contest won by Pierce-Arrow.

American Motor Car Manufacturers Assn. organized.

Knight invented sleeve-valve engine.

Innovations included magneto ignition locks, roadster and touring bodies.

First Vanderbilt cup race run on Long Island; won by Heath, Panhard.

1906

Buick produced its first four-cylinder engine and first sliding gear transmission. Reo also introduced a four.

Introduction of front bumpers, vibrating horns, asbestos brake linings, high tension magnetos, drop steel frame and air brakes.

1907

Fifth Ave. coach service inaugurated, New York City, and metered taxicabs also appeared there.

Oakland Motor Car Co., Inc., Pontiac, Mich. Thomas-Detroit introduced.

Multiple-disc clutch introduced.

Demountable rims appeared; also magnetic drag-speedometers.

1908

July 22, Fisher Body Co. organized.

Sept. 16, General Motors Co. of New Jersey organized by W. C. Durant and incorporated. Capital increased to $12,500,000 on Sept. 29.

General Motors bought Buick and Oldsmobile.

Ford Model T announced.

Appearance of motor-driven horns, sleeve-valve engines, silent timing gear chains, left-hand steering, unit power plants, and baked enamel finish.

Cadillac won the Dewar Trophy, London, for the greatest contribution to motoring for the year—interchangeability of parts.

1909

General Motors acquired Oakland, Jan. 8, and Cadillac, July 27; also control of AC Spark Plug.

Selden patent sustained by Judge Hough, United States District Court.

Indianapolis Speedway opened.

Here entered electric head-lights, electric generator, four-door bodies, oil gauges on instrument board, etc.

1910

Barney Oldfield cut automobile speed record for the mile to 40.53 seconds from a standing start at Daytona, Fla.

Buick brought out its first six-cylinder car.

Cadillac installed battery ignition.

Left-hand steering introduced on Owen car.

United States Motor Car Corp., a holding company, formed by Benjamin Briscoe.

Reo Speed Wagon appears.

C. W. Nash made Buick president, succeeding W. C. Durant.

1911

Selden patent declared invalid in United States Court of Appeals, Second Circuit, Judge Noyes writing the decision.

W. C. Durant bought Flint Wagon Works, present site of Chevrolet home plant.

Little Motor Car Co. formed to build a light car at Flint, Mich.

Chevrolet Motor Co. of Michigan organized by W. C. Durant.

General Motors Export Co. organized June 14.

U. S. Tire Co. formed.

Automobile Board of Trade, now Automobile Manufacturers Assn. formed.

Knight engine makes American debut on Stearns, Stoddard, Dayton and Columbia.

Chalmers adopts air self-starter.

Electric starting device by C. F. Kettering, installed on Cadillac. Other innovations of the year: detachable rims, worm gear drive for trucks, improved electric horns.

First automobile securities listed on New York Stock Exchange, General Motors voting trust certificates, July 31, 1911.

1912

Cadillac pioneered in installing electric self-starter as standard equipment. Won Dewar Trophy, London, for the second time for this contribution, the greatest of the year.

General Motors of Canada organized.

Chevrolet absorbed Little and concentrated manufacturing at Flint.

Briscoe's United States Motors goes into receivership.

1913

National Automobile Chamber of Commerce organized.

Installment paper first used in financing automobile sales—San Francisco Nov. 18, C. W. Nash became president of General Motors in succession to Thomas Neal.

Wire wheels first used on stock cars. Bendix drive.

Ford reaches 1,000 cars a day production.

1914

Cadillac pioneered the V-type, eight-cylinder high-speed engine.

Vacuum fuel tanks made their appearance.

Dodge car brought out. Claims to have had first steel body.

1915

Chevrolet Motor Co. organized in Delaware.

James Couzens retires from Ford company.

Buick brought out its first six and Packard, a 12.

Innovations included aluminum pistons, torsional vibration damper, and self-locking differential.

1916

W. C. Durant became president of General Motors; Alvan Macauley of Packard, and C. W. Nash of Thomas B. Jeffery Co.

Oct. 13, General Motors Corp. was organized under Delaware law, to acquire all assets of the General Motors Co., a New Jersey corporation.

Fisher Body Corp. organized under New York laws.

United Motors Corp. incorporated, May 16, a merger of Hyatt Roller Bearing Co., Dayton Engineering Laboratories Co., Remy Electric Co., New Departure Manufacturing Co., Perlman Rim Corp.

Dec. 31 the subsidiaries were set up as divisions of the General Motors Corp.

1917

Jordan, Templar and Columbia, new cars announced at show.

John M. Studebaker died.

General Motors Co. of New Jersey dissolved, Aug. 13.

Steel disc wheels and steel felloes for wooden wheels appeared.

1918

May 2, General Motors Corp. bought Chevrolet Motor Co.

Ethyl gasoline developed by General Motors Laboratories.

General Motors acquired United Motors Corp.; also completed ownership of McLaughlin Motor Car Co., Ltd., and Chevrolet of Canada.

E. L. du Pont de Nemours & Co. announced acquisition of 27.6 percent interest in common stock of General Motors Corp.

General Motors of Canada, Ltd., incorporated, Oshawa, Ont.

1919

General Motors Acceptance Corp. organized.

Authorized capital stock of General Motors Corp. increased to $1,020,000,000.

Construction of General Motors Building begun in Detroit; completed in 1922, at cost of more than $19,000,000.

Three-fifths interest in Fisher Body purchased by General Motors.

White announces trucks only program. Chandler adds Cleveland line.

1920

General Motors Research Corp. incorporated.

Pierre S. du Pont became president of General Motors.

Dodge Brothers, John F. and Horace, die.

Elmer Apperson, pioneer maker, dies.

1921

Executive offices of General Motors moved to New York City.

W. C. Durant retired from the directorate of General Motors, of which he had been a member since 1908 and formed Durant Motors, Inc., introducing Durant four.

Wills Sainte Claire and Duesenberg straight-eight appear.

Inter-divisional bodies set up by General Motors in integrate policies and practices.

Nickel-plated radiators and lamps.

1922

Balloon tires introduced.

George B. Selden, of Selden patent fame, dies.

Henry Ford buys Lincoln.

Jewett car added to Paige line.

Durant announces the Star.

1923

Alfred P. Sloan jr. became president of General Motors.

Cadillac adopted two-plane compensated crankshaft.

Alemite high-pressure chassis lubrication introduced.

Walter P. Chrysler became president, Maxwell Motor Co.

1924

General Motors Proving Ground purchased near Milford, Mich.

Four-wheel brakes perfected by Buick in 1923, appeared on its 1924 models.

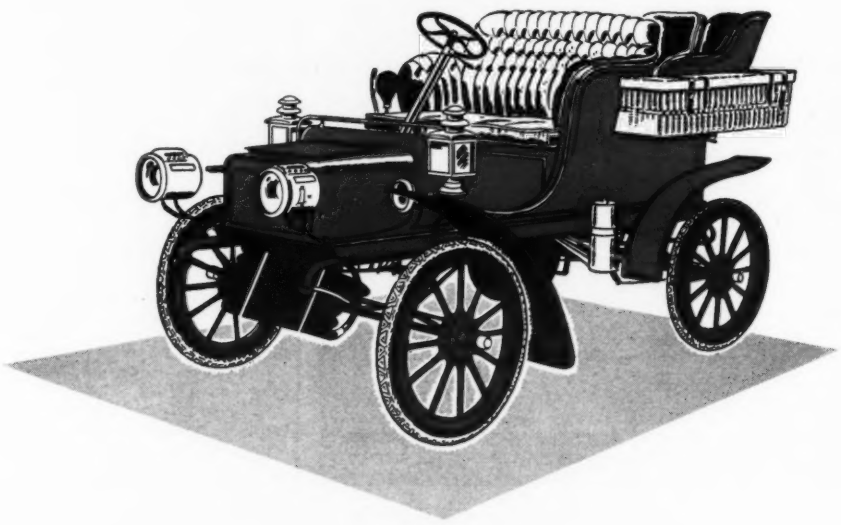
Ethyl Gasoline Corp. formed by General Motors and Standard Oil Co. of New Jersey to market "knockless" motor fuel—component developed by General Motors Research Laboratories.

Oil filters introduced.

(Continued on Page 232)

Leadership

through the years . . .



The superb leadership of the automotive industry in both manufacturing and merchandising has developed the automobile from the motored buggy to the sleek, mass produced car of today. The Reynolds & Reynolds Co. has kept pace with this rapid development by supplying hundreds of sales aids, and operating systems that build and protect automobile dealers' profits.

Following are a few of the time-saving and profit-protecting Reynolds and Reynolds products, which help automobile dealers maintain their high standard of leadership; Standard Accounting Systems, Paywrite Payroll System, the Servis Control Customer Follow-up System, the Servis Dispatch for efficient service scheduling, the Reynoco Visualizer Used Car Control System, Prospect Systems, Carbon-Interleaved Repair Orders, Time Tickets and Inventory Control Systems. *Write for specific product information today!*

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OFFICES IN PRINCIPAL CITIES

From 130 B.C. to 1953 . . .

Milestones in Transportation

(Continued from Page 231)

W. S. Knudsen became president of Chevrolet.

Alexander Winton retires Winton car to work on Diesel engines.

Walter P. Chrysler introduced the Chrysler Six in the low price field with four-wheel hydraulic brakes.

1925

Yellow Truck & Coach Manufacturing Co. established.

General Motors Truck transferred to it, Aug. 13.

Fisher acquired Fleetwood.

Chrysler Corp., with Walter P. Chrysler as president and chairman of board, organized to succeed Maxwell Motor Co.

Chrysler Corp. of Canada, Ltd., organized.

Automotive News began publication.

1926

Ownership of Fisher Body Corp. completed by General Motors.

E. L. Cord bought Ansted Engineering Co. and Lexington Motor Corp. of Connersville, Ind.

A. R. Erskine, head of Studebaker, gave $25,000 for Harvard traffic survey.

Safety glass introduced.

University of Michigan awarded Henry Ford doctorate in engineering because his "genius brought into being an industry that changed the world."

First Flint cars built in Durant plant at Elizabeth, N. J.

Capital of General Motors Acceptance Corp. increased to $25,000,000.

Societe Anonyme Chrysler in Antwerp, Belgium, organized.

1927

General Motors Corp. distributes to common stockholders $134,836,081, largest sum paid to date in one year by an industrial enterprise.

Ned Jordan announced the famous "Blue Boy" spod touring at $1,745.

Nash said $20,000,000 worth of its stock was owned by employes.

LaSalle introduced by Cadillac.

Chromium plating used on General Motors stock cars.

Chrysler introduced the duplex channel frame.

1928

Willys-Overland built 2,000,000th car.

Syncro-mesh transmission introduced by Cadillac.

Chrysler Corp. acquired Dodge Brothers, Inc., and commenced manufacturing Dodge cars and trucks.

Chrysler Corp. introduced two new cars, the Plymouth four and the DeSoto six, and organized the Plymouth Motor Corp., DeSoto Motor Corp. and Fargo Motor Corp.

Chrysler Export Corporation organized.

Coast-to-Coast bus service introduced.

1929

Hudson celebrated having built 1,779,360 cars in 20 years.

John N. Willys sold his personal interests in Willys-Overland valued at $22,000,000.

Packard adopted four-speed transmission.

Pierre S. du Pont retired as chairman of the board of directors of General Motors Corp.

K. T. Keller became president of Dodge Brothers Corp.

1930

Cadillac introduced America's first 16-cylinder engine.

Studebaker introduced free-wheeling.

First Chrysler and DeSoto eights announced.

W. C. Durant back as President of Durant Motors.

1931

NACC junking plan rid trade of 360,000 units in 1930.

Buick brought out its first eight-cylinder engine.

Chrysler Corp. introduced floating power engine mountings, complete rust-proofed bodies, vacuum spark control and 14-millimeter spark plugs.

Byron C. Foy made president, DeSoto Motor Corp.

J. E. Fields made president, Chrysler Sales Corp.

B. E. Hutchinson made chairman of the board, Plymouth Motor Corp.

1932

Ford started first group of retail sales-service stations in Buffalo, N. Y.

Merger of White and Studebaker assured.

Essex-Terraplane officially introduced.

Fred S. Duesenberg, builder of Duesenberg cars, killed in crash.

1933

No Draft ventilation built into all Fisher Bodies.

Knee Action installed on all General Motors cars.

Buick-Olds-Pontiac sales plan discontinued and W. S. Knudsen, former Chevrolet president made executive vice-president of General Motors.

NRA dealer code effective.

1934

Airflow design, redistribution of weight, interlocking body and frame and synchronized front and rear springs introduced by Chrysler Corp.

1,000,000th Plymouth car completed.

D. S. Eddins made president and general manager of Plymouth Motor Corp.

M. M. Gilman became general manager at Packard—company pioneered "120."

D. E. Bates assumed presidency of Reo.

Roy Faulkner left Pierce-Arrow to return to Auburn as president.

Nicholas Dreystadt became general manager at Cadillac.

1935

Motor Vehicle Retailing Code dies. Studebaker emerges from receivership.

Chevrolet first in 1934 sales. Malcolm Campbell sets new speed mark of 276.8 m.p.h. Show dates changed from January to November 2. R. F. Black heads White company. Ford restores $6 a day wage scale. Packard shipment breaks all company records. Ford introduces Lincoln-Zepher. K. T. Keller made president of Chrysler Corp. William B. Stout introduces Scarab. Chevrolet opens Baltimore assembly plant. Supreme Court invalidates NRA. Wagner Labor bill signed by President Roosevelt. Andre Citroen dies in France. John N. Willys dies in New York. Auburn revives front-drive Cord. Steel tops introduced. Graham offers supercharger in low-priced field.

1936

Reductions in monthly payments and cut in time-payment interest taps broader market.

Concerted drives by manufacturers, including revival of the junking plan, cut mounting used car stocks.

General Motors opens Los Angeles assembly plant costing $2,500,000.

Chrysler Corp.'s production of passenger cars and trucks exceeded for the first time one million.

New DeSoto plant opened.

Chrysler Corp. distributed $8,200,000 in bonuses to its employes.

Labor rumblings start in automotive plants.

1937

Sitdown strikes start. Congress of Industrial Organizations (CIO) takes over American industrial workers.

General Motors strike.

Chrysler strike.

GM grants union recognition, boosts wages five cents an hour for all workers.

Business slumps late in year.

1938

Auto plants lay off thousands of workers and go on three-day week.

Industry starts drive to crack used-car jam.

GM forms dealer relations board and makes important changes in factory-dealer contracts, among which are territory protection and penalty procedure for bootlegging.

UAW-CIO hit by factionalism within own ranks.

Industry announces that all members of the Automobile Manufacturers Assn. will join in National Used-Car Exchange Week.

Automotive Daily News becomes Automotive News.

Steel prices cut $7 and $8 a ton.

RFC lends Hupp $900,000.

FTC starts probe of auto industry.

1939

Society of Automotive Engineers studies possible war mobilization of auto industry.

Supreme Court condemns sitdown strikes.

Hitler sets Europe afire.

War orders into auto industry.

Goodyear barred from entering into price agreements with Sears-Roebuck.

FTC orders GMC and Ford to discontinue use of words "6 percent" in installment plan advertising.

1940

CIO demands annual guaranteed wage from GM.

Ford accepts invitation to participate in New York show.

U. S. seeks new rubber sources.

GM's Knudsen named to head mobilization plans.

Walter P. Chrysler dies at age of 65.

Reports that war orders will stop production of cars in 1941 are discounted.

C. E. Wilson named to direct GM in Knudsen's absence.

Defense orders stepped up.

1941

Wilson named officially as GM president.

Makers agree to cut auto production 20 percent in 1942.

OPA asks Ford, Chrysler, Studebaker, Nash and Hudson to cancel price increases.

Production ceiling of 2,600,000 vehicles set for 1942 because of steel shortages.

Price boosts stay in effect, but U. S. reportedly plans ceilings on manufacturers' prices.

U. S. bans night sales of gasoline in Atlantic Coast states.

Use of copper in trim, heaters, lights and hardware is banned.

Sneak Jap attack hits U. S. at Pearl Harbor. U. S. declares war against Japan and Germany.

Car sales banned until Dec. 22.

1942

Car, truck sales still banned pending rationing plans.

Car, light truck ouptut ordered ended Feb. 1.

Car rationing starts Mar. 2, with 140,000 allotted for three months.

GM offers to buy back dealers' cars to relieve unbalanced inventories and keep cars from falling into illegitimate hands.

Seventeen states ordered to observe fuel rationing.

Ford starts output of tanks.

Gas rationing takes effect nationally on Dec. 1.

Henry Kaiser suggests auto industry design 1945 models for delivery after war and accept war bonds as downpayments. Idea is assailed by Joseph Frazer.

Workers frozen on jobs.

1943

Kaiser threatens to build cheaper, lighter car in postwar period if "automobile manufacturers don't get ready to do so."

Pleasure driving banned in 13 states after "honor system" breaks down.

Edsel Ford dies at 49.

Henry Ford resumes Ford presidency, one month away from age of 80.

C. E. Wilson predicts three new firms will start building cars when war ends. Good prospects are Kaiser and Higgins, both shipbuilders, and a former producer.

Frazer resigns as president of Willys-Overland.

1944

R. H. Grant, GM sales vice-president, retires.

New-car stockpile estimated at 60,000.

Ford assets top billion dollars for first time.

GM dealers promised two-year contracts when production resumes.

OPA puts ceiling on used-car prices.

Ford reports plans for cheaper postwar car.

Studebaker eliminates distributorships, raises discounts to dealers.

War Production Board authorizes production of 20,000 light trucks—first since war began.

1945

In poll, 76 percent of car owners say they won't buy new vehicles if prices go up 25-30 percent.

President F. D. Roosevelt dies.

Victory in Europe brings go-ahead for auto production after July 1.

Ford builds first postwar car July 3. It had to be driven off assembly line on slightly used prewar tires.

Kaiser-Frazer Corp. formed.

World War II ends.

UAW demands 30 percent wage hike from all makers.

(Continued on Page 233)

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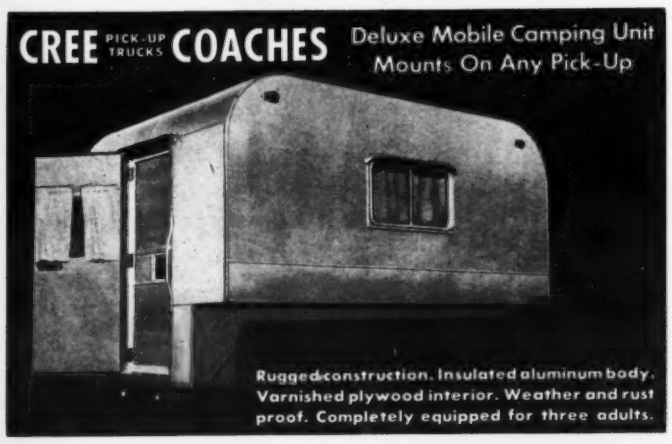
Los Angeles 23, Calif. **Chicago 54, Ill.**

Representatives in all principal cities. Write for address of our nearest Representative.

CREE PICK-UP TRUCKS COACHES Deluxe Mobile Camping Unit Mounts On Any Pick-Up

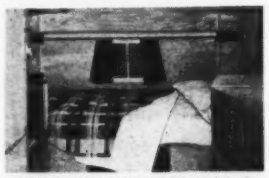


Designed with cabin-cruiser compactness, the Cree Coach provides luxurious living quarters for three adults. The spacious interior is finished in varnished plywood with inlaid linoleum floor. Three large screened windows, and aluminum door are rubber sealed. Colorful cushions, curtains and electric lights (wired for both 6 volt and 110 volt) all add to the cheerful effect.

There is plenty of room in this convenient galley. The dinette seats six.

LIVING QUARTERS

For daytime use the dinette is equipped with a drop-leg table and soft, inner spring back and seat cushions. When night comes, simply drop the table and the cushions become a comfortable bed 6' 7" long and 4' wide. There is a roll-back upper berth for a 3rd person. There is generous cupboard and closet space and good headroom (6' 2").



Beds for three. Made with seat cushions, the double bed is 6' 7" long. Also a roll-back upper berth.

GALLEY FACILITIES

In the 10' models (for long W.B. ¾ or 1 ton pick-ups) there is the best 4 cu. ft. combination ice and electric refrigerator money can buy. A plain 25 lb. ice chest is optional. (Standard in 8' model.) Sink with faucet and water connection. Chrome plated, 3 burner steel gas stove including separate oven burner. Bottled gas tank attached to running board.

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Cree Coaches are easy to mount or dismount. Simply bolt to the pick-up box and attach the gas bottle. Weights: 850, 1100 and 1250 lbs.

Attention Truck Dealers: Cree Coaches sell on sight, increase pick-up sales and profits. Write or call Marcellus 2616 for delivery, discount and price data.

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Serving Industry Since 1884

Chas. T. Bush
President

From 130 B.C. to 1953 . . .

Milestones in Transportation

(Continued from Page 232)

Hudson, Studebaker resume production.

Henry Ford II named president of Ford Motor Co. John Bugas succeeds Harry Bennett.

GM strike, longest and most costly in history, begins.

Chester Bowles, OPA head, announces new-car prices, setting off dealer rebellion by cutting traditional dealer discounts.

Preston Tucker reveals plans for a radically new car to sell for under $1,000.

New Frazer, K-F product, makes bow.

1946

Steel strike begins.

Kaiser car introduced.

NADA takes discount fight to Congress.

Studebaker introduces first real postwar car.

Tucker gets Dodge-Chicago plant.

Car price boost of 7.3 percent restores traditional dealer margins.

GM asks permission to hike prices $100 a car to pay for wage concessions.

Barney Oldfield dies.

OPA lifts price controls; prices hiked by GM, Willys and Crosley.

Ferguson tractor deal with Ford dissolved.

Portal pay frenzy hits country.

1947

Tucker promises car production in June.

Coal strike ties up auto production.

UAW demands 23½ cents an hour raise from GM.

Henry Ford dies at 84.

UAW and GM agree on 11½-cent increase, plus fringes.

Chrysler drops distributors, fourth maker to take such action since V-J day.

Ford foremen strike.

K-F says it is making a profit after only 1½ years.

Ford and GM shelve light-car plans.

SEC halts sale of Tucker stock.

Taft-Hartley law passed.

Tucker gets SEC clearance, reports 75-80 percent of stock sold. Promises production "after first of year."

Regulation W dies, freeing car sales from credit curbs for first time in five years.

Five millionth postwar car built.

1948

New K-F stock sale stopped by Otis & Co.; K-F promises fight.

Oldsmobile celebrates 50th anniversary.

Clamor rises for permanent dealer contracts.

UAW opens drive for another round of wage hikes.

K-F cuts production, gets $10,000,000 loan from Bank of America.

SEC orders hearing on K-F stock fiasco.

Paul Hoffman named ECA director.

H. S. Vance replaces Hoffman at Studebaker.

Tucker promises output in June.

William S. Knudsen dies at 69.

Playboy raises $640,000 on sale of franchises, and its stock issue is cleared.

Charles W. Nash dies at 84.

Tucker plant closed for SEC probe.

Regulation W reimposition sends used car prices down.

RFC refuses loan to Tucker Corp.

Year's output includes 5,271,674 cars and trucks, just short of all-time high.

1949

GM opens "Transportation Unlimited" in New York, its first show since 1940.

Packard dealers offered three-year pacts.

Grand jury opens Tucker probe.

Regulation W eased to 21 months.

Kaiser family takes control of K-F. Edgar Kaiser now president.

Ford and Nash join K-F, GM and Willys in cutting prices.

Regulation W eased again — to 24 months.

Tucker and associates indicted by U. S.

T. H. Keating named Chevrolet general manager.

GM drops "territorial protection."

K-F gets $34,500,000 RFC loan.

Automotive News' Publisher George M. Slocum dies.

ICC rules Ford and GM enjoy "preferential" rail freight rates.

Tucker plant reverts back to U. S.

Car and truck output hits all-time high.

1950

Tucker and associates found not guilty.

Nash seeks public reaction on experimental $1,000 car.

Willys gets contract to build engine for K-F's and Henry J.

Auto bootlegging becomes hot issue.

Chrysler workers strike over pensions.

Dick Price, Dallas DeSoto dealer, launches plan to organize Chrysler Corp. dealers into national line group.

Ford launches dealer-discount deposit system.

Nash introduces Rambler; K-F, the Henry J.

Chrysler strike ends after 14½ weeks.

Chrysler celebrates 25th anniversary.

NADA opens drive for territory security.

Korean incident sets off wave of scare buying.

Credit controls reimposed.

Congress passes Defense Production act.

Auto industry gears wages to cost of living.

Mrs. Henry Ford dies. Company setup unaltered.

Auto credit cut to 15 months.

U. S. restricts civilian use of metals.

New car prices frozen.

1950 vehicle production soars to unprecedented 8,000,000 cars and trucks.

1951

NPA tightens metals restrictions.

Auto plants start getting war contracts.

Auto production reduced as material curbs pinch operations.

Record NADA parley calls on U. S. to give auto essential rating.

U. S. draws up formula for new-car prices.

Prices and wages frozen by government.

Dealers begin receiving chromeless cars from makers.

Fred M. Zeder, Chrysler engineering expert, dies.

Spare tire disappears by government order from new cars.

Government restricts production of automatic transmissions.

New-car sales sag; used cars piling up. Battle against Regulation W and higher excise taxes mounts. Unemployment hits industry.

K-F admits it is considering plan to sell Henry Js through Sears, Roebuck & Co. outlets.

Spare tire returns to new cars as government ban is lifted.

Regulation W eased to permit time payment limit of 18 months.

Government puts car production under Controlled Materials Plan.

New-car prices rise under provisions of Capehart amendment to Defense Production Act. Federal excise tax on motor vehicles goes up.

100,000,000th car since 1900 built. Sears introduces the Allstate, built by K-F.

OPS announces dollars-and-cents used-car ceilings, effective Jan. 1, 1952.

1951 vehicle production ends up at 6,752,000 units, second highest in history.

1952

Alvan Macauley, head of Packard for 32 years, and Walter O. Briggs sr., founder of Briggs Mfg. Co., die.

Round of price increases begins as new models bow.

Studebaker celebrates 100th anniversary. Nash observes 50th birthday.

James J. Nance is named Packard president; Clipper line revived.

All firms reduce truck tire prices.

Most auto plants shut as result of steel strike.

Dealers regain full discount under OPS regulations.

AFL pushes drive for auto salesmen.

Robert M. Critchfield heads Pontiac after death of Arnold Lenz.

General Tire weighs Crosley car future after gaining control of firm.

DeSoto's C. E. Bleicher dies.

Wire wheels come back on U. S. cars.

Auto writer Dave Wilkie saluted on 50th anniversary with Associated Press.

GM's C. E. Wilson chosen as new Secretary of Defense; Roger Kyes of GMC and Harold L. Talbott of Chrysler named aides.

Sales go up as Regulation W credit curbs die.

U. S. trust suit started against duPont.

Year's car output off 18.6 percent from 1951—plants turned out 4,337,443 autos, versus 5,330,594 the previous year.

1953

Price controls go off autos, products and services in industry.

Henry T. Ewald, 67, pioneer auto advertising man, dies in Detroit.

Auto taxes set record.

NADA exhorts factories to widen dealer relations at annual parley in San Francisco.

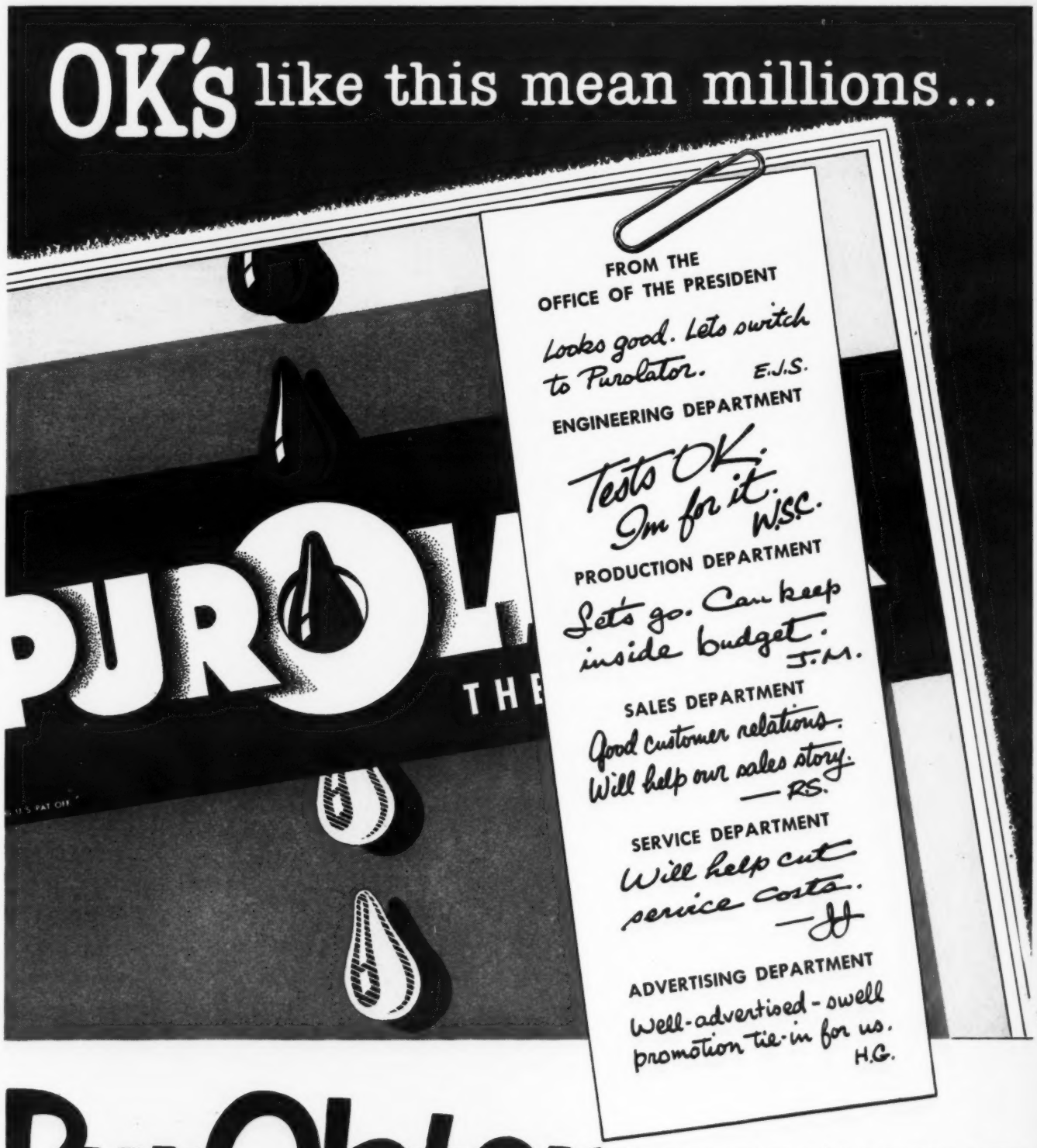
Thirty-four percent decrease shown in 1952 dealer profits.

R. C. Somerville, vice-president of Plymouth, takes sales reins at Dodge as E. C. Dock, general sales manager of Dodge, resigns.

OPS controls removed from most industry materials.

Autos fare well in Atom bomb test near Las Vegas, Nev.

Kaiser-Frazer arranges to buy Willys-Overland for $62,300,000 in a transaction described as "one of the largest of its kind in the history of the auto industry."



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Wholesale Used-Car Prices

As a source for studying the change in used-car auction prices of various sales in the spring, summer, fall and winter of 1952, the following reports have been reprinted from representative weekly issues of Automotive News.

MID-JANUARY

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday.)

(Sold 43 units out of 100 offerings.)

BUICK—'51 Special Deluxe 4-dr., $1,850; 2-dr., $2,000*.
CADILLAC—'49 (61) 4-dr., $2,100*. '48 (61) club coupe, $1,575*.
CHEVROLET—'51 FL Deluxe 2-dr., $1,575. '50 SL Special 4-dr., $1,245. '49 SL Deluxe club coupe, $1,025. '48 FL aerosedan, $935, $675; 4-dr., $760; 2-dr., $675. '47 SM club coupe, $770. '46 FM 2-dr., $675; SM 4-dr., $500; ½-ton pickup, $430.
CHRYSLER—'51 Windsor 4-dr., $1,960*.
DeSOTO—'49 Deluxe 4-dr., $1,150.
DODGE—'51 Coronet club coupe, $1,675.
FORD—'51 conv., $1,625; Victoria, $1,750; Custom (8) 2-dr., $1,585; Deluxe (8) 2-dr., $1,320. '50 conv., $1,120; Custom (8) 2-dr., $1,285, $1,390; 4-dr., $1,330. '49 2-ton truck, $900. '48 ½-ton pickup, $565. '47 SD (8) 2-dr., $770, $800.
MERCURY—'51 4-dr., $1,800*; club coupe, $2,010*. '50 2-dr., $1,000. '39 conv., $200.
OLDSMOBILE—'50 (98) 4-dr., $1,350*. '48 (98) club coupe, $970*.
PACKARD—'52 (400) 4-dr., $3,150*. '51 (200) 2-dr., $1,730*.
PLYMOUTH—'51 Cambridge 4-dr., $1,250. '50 SD 4-dr., $1,225; club coupe, $1,350.
PONTIAC—'51 (8) Catalina, $2,175*; Chieftain (8) 4-dr., $2,100*. '46 SL (8) 2-dr., $575.

AMARILLO, TEX.

(Amarillo Auto Auction. Sale every Friday.)

(Sold 168 units out of 280 offerings.)

BUICK—'51 Super Riviera coupe, $2,275*. '50 Special 4-dr., $1,165; Super Riviera coupe, $1,750*. '49 Super 4-dr., $1,190; conv., $1,070. '48 Super 4-dr., $890.
CADILLAC—'51 (62) club coupe, $3,620*, $3,750*; 4-dr., $3,500*. '48 (62) 4-dr., $1,700*. '47 (61) 4-dr., $1,000.
CHEVROLET—'51 Sl Deluxe 4-dr., $1,500, $1,515, $1,525, $1,550, $1,565, $1,750*, 2 at $1,765*, $1,840*, $1,895*, $1,900*; 2-dr., $1,755*, $1,785*, $1,795*, $1,800*, $1,810*; club coupe, $1,550, $1,560; conv., $1,610; SL Special 2-dr., $1,250. '50 suburban, $850; SL Deluxe 4-dr., $1,370*; SL Special club coupe, $970; ½-ton panel, $1,000; ½-ton pickup, $915.
CHRYSLER—'51 Saratoga 2-dr., $2,535*. '50 Windsor 4-dr., $1,525.
DODGE—'51 ½-ton pickup, $935, $900. '49 Meadowbrook 4-dr., $945. '47 Deluxe 4-dr., $490.
FORD—'51 Custom (8) 4-dr., $1,750, $1,975*; Deluxe (8) club coupe, $1,375; (8) ½-ton pickup, $1,475, $1,290, $1,195. '50 Custom (8) 4-dr., $1,320, $1,375; Deluxe (8) 2-dr., $930, $1,155. '49 Custom (8) 4-dr., $935, $970; 2-dr., $975. '48 SD (8) 4-dr., $675, $765.
MERCURY—'51 4-dr., $1,910, $2,205*, $2,225*. '49 4-dr., $985.
NASH — '51 Ambassador 4-dr., $1,390; Rambler conv., $1,085. '49 (600) 4-dr., $825.
OLDSMOBILE—'51 (88) Super 4-dr., $2,405*, $2,535*. '46 (66) club coupe, $365.
PLYMOUTH—'50 SD 4-dr., $960, $1,080. '48 Deluxe club coupe, $750. '47 Deluxe 4-dr., $505, $535, $680. '46 Deluxe 4-dr., $385.
PONTIAC—'51 Chieftain (8) 4-dr., $2,185*; SL (6) 2-dr., $1,720. '50 Chieftain (6) 2-dr., $1,350*. '49 SL (6) 2-dr., $1,125*.
STUDEBAKER—'49 ½-ton pickup, $575.
WILLYS—'49 (4-w.d.) Jeep, $375. '48 station wagon, $570. '46 Jeep, $325. '43 Jeep, $310.

N. PLAINFIELD, N. J.

(Lebanon Auto Auction. Sale every Wednesday.)

(Market remains steady with much demand for clean cars. Holidays have restricted volume. Sold 35 units out of 54 offerings.)

BUICK—'51 Super Riviera coupe, $2,185. '50 Super sedan, $1,550. '49 Super sedan, $1,255*, $1,230, $1,185. '46 Super sedan, $600.
CADILLAC—'47 (62) conv., $1,185.
CHEVROLET—'50 FL Deluxe sedan, $1,330*; SL Special sedan, $1,150. '49 SL Special sedan, $960; SL Deluxe sedan, $1,045, $1,030, $1,020. '41 SD sedan, $305.
DeSOTO—'50 Custom sedan, $1,480.
DODGE—'50 Coronet sedan, $1,365. '49 Wayfarer conv., $850. '47 Custom sedan, $790.
FORD—'50 Custom (6) sedan, $1,150; Deluxe (8) sedan, $1,040. '49 Custom (8) sedan, $1,030, $1,000.
HUDSON—'47 Super (6) sedan, $460.
KAISER—'49 sedan, $620.
LINCOLN—'49 Cosmopolitan sedan, $1,070.
MERCURY—'50 sedan, $1,220. '47 redan, $695.
NASH—'49 (600) sedan, $835.
OLDSMOBILE—'50 (88) sedan, $1,390. '49 (88) conv., $1,200. '46 (78) sedan, $600.
PONTIAC—'51 Chieftain (8) sedan, $2,035. '48 (6) sedan, $740. '47 (6) sedan, $695.
STUDEBAKER—'50 Champion sedan, $1,020.

EBENSBURG, PA.

(Ebensburg Auto Auction Co. Sale every Thursday.)

(Market is thawing out. Sold 49 units out of 61 offerings.)

BUICK—'49 RM 2-dr., $1,020*; Super 4-dr., $1,200. '47 Super sedanet, $765. '46 RM sedanet, $680. '41 Special sedanet, $225.
CHEVROLET—'50 SL Deluxe 2-dr., $1,230; SL Special 2-dr., $1,000; 4-dr. (taxi), $625. '49 FL Deluxe 2-dr., $1,000; SL Special 2-dr., $915. '48 FM 4-dr., $815; FL aerosedan, $925. '47 SM 2-dr., $770, $730. '46 SM 4-dr., $600. '41 MD club coupe, $260. '40 SD 4-dr., $300.
CHRYSLER—'50 Windsor club coupe, $1,520.
DeSOTO—'47 Deluxe 2-dr., $705.
DODGE—'50 Coronet 4-dr., $1,300. '49 Coronet club coupe, $1,195. '47 4-dr., $800. '40 4-dr., $115.
FORD—'51 Victoria, $1,850*; Custom (8) 2-dr., $1,380*. '50 Custom (8) 4-dr., $1,115. '49 Custom (8) 4-dr., $965*; 2-dr., $935. '48 SD (8) club coupe, $630. '41 club coupe, $230.
HUDSON—'47 Commodore (8) 4-dr., $620.
MERCURY—'51 2-dr., $1,750*. '50 Monterey, $1,380*.
NASH—'51 Rambler station wagon, $1,200; conv., $1,250*. '49 (600) 4-dr., $910*.
OLDSMOBILE—'48 (98) sedanet, $805*; (66) 4-dr., $830*.
PLYMOUTH—'51 Cranbrook club coupe, $1,475. '49 SD club coupe, $1,040. '47 SD 4-dr., $760; club coupe, $685; Deluxe 2-dr., $670.
PONTIAC—'50 SL (8) 2-dr., $1,360*. '48 (8) 4-dr., $905*.
STUDEBAKER—'50 Champion 2-dr., $960*.

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday.)

(Sold 31 units out of 65 offerings.)

BUICK—'51 RM 4-dr., $2,200*.
CHEVROLET—'51 SL Deluxe 4-dr., $1,820; club coupe, $1,540; 2-dr., $1,695*. '50 FL Deluxe 2-dr., $1,190; SL Special 4-dr., $1,125. '48 SM 2-dr., $700; FL aerosedan, $940. '47 FL 4-dr., $840.
CHRYSLER—'50 Windsor 4-dr., $1,440.
FORD—'49 Custom (8) 4-dr., $1,060; 2-dr., $975. '48 SD (8) 2-dr., $700. '47 SD (8) conv., $625. '46 SD (8) 4-dr., $400; club coupe, $540. '40 conv., $400.
LINCOLN—'48 club coupe, $500.
MERCURY—'50 club coupe, $1,225. '49 club coupe, $910. '47 club coupe, $680.
NASH—'49 (600) 2-dr., $840.
OLDSMOBILE—'49 (88) 2-dr., $1,400*. '41 club coupe, $250.
PLYMOUTH—'51 Cranbrook 4-dr., $1,175. '48 club coupe, $660.
PONTIAC—'49 SL (6) 2-dr., $1,290*. '46 SL (8) 4-dr., $610.
STUDEBAKER—'47 Champion 4-dr., $605.

MASON CITY, IA.

(Lapiner's Car Auction. Sale every Wednesday.)

(Consignments off and prices down. Sold 53 units out of 85 offerings.)

BUICK—'50 Super sedanet, $1,525*; RM Riviera coupe, $1,805*. '49 RM 2-dr., $1,175*. '47 RM 4-dr., $600. '46 Super 2-dr., $660.
CADILLAC—'51 (62) club coupe, $3,700*.
CHEVROLET—'51 SL Deluxe 4-dr., $1,650*; ¾-ton pickup, $1,085. '46 FL aerosedan, $645.
CHRYSLER—'47 Royal 4-dr., $595. '46 Royal 4-dr., $650.
DODGE—'46 2-ton truck, $350.
FORD—'51 conv., $1,680*; ½-ton pickup, $1,275. '50 Custom (8) 2-dr., $1,090*; Deluxe (8) 2-dr., $1,150*. '49 Custom (8) club coupe, $950. '47 SD (8) club coupe, $600.
MERCURY—'46 conv., $515.
NASH—'50 (600) 2-dr., $1,115*, $905.
PACKARD—'51 (200) 4-dr., $1,790*.
PLYMOUTH—'51 Cranbrook 4-dr., $1,450. '50 Deluxe 4-dr., $1,095.
PONTIAC—'49 SL (6) sedanet, $995.
STUDEBAKER—'50 ¾-ton pickup, $675.
MISCELLANEOUS—'46 International 2-ton wrecker, $850.

MID-APRIL

ALBANY, N. Y.

(Tim Anspach's Dealers Auto Auction. Sale every Monday.)

(Prices let down $25 to $50 a unit. Dealers here think prices will go lower if Regulation W is not modified. Despite high sales percentages, many dealers were bailing out and few made money. Sold 106 units out of 121 offerings.)

BUICK—'52 Special 4-dr., $2,325. '51 Super 4-dr., $2,175; RM 4-dr., $2,225*. '50 Special sedan, $1,275, $1,170; RM sedan, $1,670*. '49 RM sedan, $1,120. '48 Super sedan, $870. '47 RM sedan, $670.
CADILLAC—'51 (62) sedan, $3,400*. '50 (61) sedan, $2,800*; (62) sedan, $2,830*. '49 (61) sedan, $1,925*. '48 (62) sedan, $1,580*.
CHEVROLET—'52 SL Deluxe sedan, $1,950. '51 Deluxe sedan, $1,620*, $1,660*, $1,535*; Bel-Air, $1,900. '50 SL Special sedan, $1,080, $1,190; FL Deluxe sedan, $1,160, $1,310, $1,230; SL Deluxe sedan, $1,350*, $1,185, $1,260, 2 at $1,300, $1,290, $1,255; conv., $1,500*, $1,370; Bel-Air, $1,470*, 2 at $1,430, $1,490*. '49 SL Deluxe conv., $910, $1,100; FL Deluxe sedan, $1,125, $1,130. '48 FL

(Continued on Page 235)

Congratulations

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Membership in the exclusive half-century club of motordom is worthy of the highest praise. To our long time business friends and associates, Ford, Buick and Willys, we extend heartiest congratulations. As pioneers in the automotive world, your accomplishments have kept faith with the promise and exceeded the fondest hopes of 50 years ago. May you enjoy many more years of deserving success.

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Wholesale Used-Car Prices

(Continued from Page 234)

sedan, $900; FM sedan, $800. '47 FL sedan, $770; FM sedan, $700. '46 FM sedan, $550. '41 SD sedan, $230, $280.

CHRYSLER—'50 Windsor sedan, $1,620, $1,635. '49 Royal sedan, $1,375*. '46 NY sedan, $530*.

DeSOTO—'52 Fire Dome (8) sedan, $2,750*. '50 Custom sedan, $1,425*; conv., $1,460. '49 Custom sedan, $1,270*. '47 Custom sedan, $625.

DODGE—'52 Meadowbrook sedan, $2,100. '51 Coronet sedan, $1,700, $1,725. '49 Coronet sedan, $1,250. '47 Deluxe sedan, $580.

FORD—'52 Custom (8) sedan, $2,150*. '51 Custom (8) station wagon, $1,780*; conv., $1,825; sedan, $1,525; Deluxe (8) sedan, $1,440. '50 Deluxe (6) business coupe, $930; Deluxe (8) sedan, $1,110. '49 Custom (8) sedan, $930, $890; Custom (6) sedan, $760; Deluxe (8) business coupe, $780. '48 SD (8) club coupe, $785. '47 SD (6) sedan, $500.

HUDSON—'49 Super (6) sedan, $845.

LINCOLN—'49 Cosmopolitan sedan, $985*, $1,035*.

MERCURY—'49 sedan, $1,090, $900. '48 station wagon, $925.

NASH—'51 Rambler Suburban, $1,370. '50 Statesman 2-dr., $1,045*.

OLDSMOBILE—'51 Super (88) 2-dr., $2,185*; (98) sedan, $2,275*. '50 (88) sedan, $1,575*, $1,385*; (76) sedan, $1,190; (98) sedan, $1,670*. '49 (98) sedan, $1,260*. '48 (78) sedan, $990*, $960*.

PACKARD—'50 sedan, $1,100*. '48 Deluxe sedan, $950.

PLYMOUTH—'51 Cranbrook sedan, $1,480. '50 SD sedan, $1,250. '48 SD sedan, $750.

PONTIAC — '51 SL (6) sedan, $1,875*; Chieftain (8) sedan, $1,780*. '50 SL (8) sedan, $1,430*. '47 SL (8) sedan, $740, $720.

STUDEBAKER — '47 Champion business coupe, $435.

MISCELLANEOUS—'50 sedan, $630.

AMARILLO, TEX.

(Amarillo Auto Auction. Sale every Friday.)

BUICK—'51 Special 4-dr., $1,935, $1,965, $2,150*. '50 Super 4-dr., $1,175, $1,475 2 at $1,570*, $1,675*; RM 4-dr., $1,565; 2-dr., $1,455; Special 2-dr., $1,070. '47 2-dr., $590. '46 4-dr., $380.

CADILLAC—'51 (62) Coupe deVille $3,900*. '50 (62) 4-dr., $2,795*, $3,050*. '49 (62) club coupe, $2,040*; 4-dr. $2,000*, $2,100*. '47 (62) 4-dr., $1,260.

CHEVROLET—'51 business coupe, $1,350; Bel-Air, $1,775, $1,810, $1,875; SL Deluxe 4-dr., $1,560; 2-dr., $1,595; SL Special 2-dr., $1,360. '50 FL Deluxe 4-dr., $1,360; Bel-Air, $1,500, $1,545, $1,595; SL Deluxe 2-dr., 2 at $1,230, $1,530*; SL Special 2-dr., $985.

CHRYSLER—'52 NY 4-dr., $3,270*; Saratoga 4-dr., $3,155*. '51 NY 4-dr., $2,355; Windsor 4-dr., $2,000. '50 Windsor 4-dr., $1,415, $1,455.

DeSOTO—'50 Custom club coupe, $1,615. '49 Deluxe 4-dr., $1,175. '47 Deluxe 4-dr., $545.

DODGE—'52 Coronet 4-dr., $2,110. '51 Meadowbrook 4-dr., $1,465; Coronet club coupe, $1,705*. '49 4-dr., $1,075.

FORD—'52 Custom (6) 4-dr., $1,925; 2-dr., $2,050; Custom (8) 2-dr., $2,160, $2,180; Victoria, $2,445*. '51 Deluxe (8) 2-dr., $1,335, $1,475, $1,480; 4-dr., $1,365; Custom (8) 4-dr., $1,600, $1,620, $1,640; 2-dr., $1,625.

HUDSON—'50 Super (6) 4-dr., $990.

KAISER—'51 4-dr., $1,135, $1,275, $1,345; Henry J 2-dr., $800.

LINCOLN—'52 Capri 4-dr., $3,955*. '51 4-dr., $2,065.

MERCURY—'52 4-dr., $2,625, $2,700; 2-dr., $2,680, $2,760*; club coupe, $2,825*. '51 club coupe, $1,850*.

NASH—'48 (600) club coupe, $575. '47 (600) 4-dr., $565.

OLDSMOBILE—'52 (98) 4-dr., $3,225*, $3,350*. '51 (88) 4-dr., $2,215*. '50 (98) 4-dr., $1,595, $1,690*; 2-dr., $1,500, $1,600; (88) 4-dr., $1,830, $1,915*. '49 (98) 4-dr. $1,515*.

PACKARD—'51 (200) 4-dr., $1,720.

PLYMOUTH—'52 Cranbrook 4-dr., $1,900, $1,940; Belvedere, $2,200. '51 Cambridge 4-dr., $1,375, $1,445; Belvedere, $1,780, $1,745; Concord 2-dr., $1,310.

PONTIAC—'52 (8) Catalina, $2,875*; SL (8) 2-dr., $2,340*. '51 SL (8) 2-dr., $1,560; Chieftain (8) 4-dr., $1,910*. '49 SL (8) 2-dr., $1,060.

STUDEBAKER—'50 Champion 4-dr., $1,100, $1,155; club coupe, $1,080. '48 Champion 2-dr., $800, $855, $890. '47 Champion 4-dr., $575.

WILLYS—'50 Jeepster, $775. '46 station wagon, $470.

EBENSBURG, PA.

(Ebensburg Auto Auction. Sale every Thursday.)

(No price change noticed. Sold 75 units out of 107 offerings.)

BUICK—'51 Super Riviera, $2,160*; Special 4-dr., $1,890. '50 Special sedanet, $1,380. '49 Super 4-dr., $1,180*. '48 RM sedanet, $870. '47 Super sedanet, $825. '46 Super 4-dr., $675.

CADILLAC—'51 (62) 4-dr., $3,400*, $3,350*. '49 (62) 4-dr., $1,900*.

CHEVROLET—'52 FL Deluxe 2-dr., $1,870*, $1,740. '51 sedan delivery, $1,150. '50 FL Deluxe 2-dr., 2 at $1,300, $1,235; SL Deluxe 4-dr., $1,335*; SL Special 2-dr., $1,180, $1,175, $1,150. '49 SL Deluxe 4-dr. (taxi), $900; sedan delivery, $635. '48 SM 4-dr., $795, $725. '47 sedan delivery, $400. '46 FM 4-dr., $535; SM 2-dr., $560. '42 SD club coupe, $180. '40 SD 4-dr., $125.

CHRYSLER—'51 Windsor 4-dr., $1,770. '49 Windsor 4-dr., $1,250.

DeSOTO—'51 Deluxe club coupe, $1,710. '50 Custom 4-dr., $1,395. '47 Deluxe 2-dr., $765.

DODGE—'51 Coronet club coupe, $1,600. '50 Coronet club coupe, $1,425; Wayfarer business coupe, $1,050. '46 1-ton stake, $425. '41 4-dr., $340. '40 4-dr., $155.

FORD—'51 Custom (8) 2-dr., $1,605*, $1,600*; Custom (6) 2-dr., $1,475*. '50 Custom (6) 2-dr., $1,150; Deluxe (6) 4-dr., $1,125. '49 Custom (8) 4-dr., $860; 2-dr., $860; Deluxe (8) 2-dr., $955, $825; Custom (6) 2-dr., $835; Deluxe (6) 2-dr., $755. '48 Deluxe (8) 2-dr., $640. '47 SD (8) conv., $430; 2-dr., $700. '42 SD (8) club sedan, $370. '40 4-dr., $140.

KAISER—'51 Henry J, $830.

LINCOLN—'49 Cosmopolitan 4-dr., $1,165*, $1,175.

MERCURY—'49 club coupe, $915. '41 4-dr., $250*.

NASH—'52 Rambler conv., $1,255*. '41 (600) 2-dr., $115.

OLDSMOBILE—'50 (88) sedanet, $1,575*.

PLYMOUTH—'51 Belvedere, $1,750. '48 SD club coupe, $715. '40 4-dr., $110.

PONTIAC—'50 (8) 2-dr., $1,425*; SL (6) sedanet, $1,420. '47 (6) 2-dr., $850.

STUDEBAKER—'51 Commander (8) 4-dr., $1,380. '50 Champion 4-dr., $985.

OAKLAND, CALIF.

(A. L. Pollock Auto Dealer Wholesale Auction. Sale every Wednesday.)

BUICK—'51 Special Deluxe 4-dr., $1,345*; RM 4-dr., $2,185*. '50 RM 2-dr., $1,510*; Super 2-dr., $1,785*. '49 RM 4-dr., $1,255*. '48 RM 4-dr., $800. '47 Super 4-dr., $655, $680; RM 4-dr., $800; 2-dr., $780, $760; sedanet, $830. '46 RM 4-dr., $695; Special 4-dr., $505. '41 4-dr., $315.

CADILLAC—'52 (62) 4-dr., $4,600*. '51 (62) 4-dr., $3,550*, $3,555*, $3,605*. '50 (62) 4-dr., $3,075*; (61) 4-dr., $2,965*. '49 (62) 4-dr., $2,095.

CHEVROLET—'51 SL Special 4-dr., $1,550; SL Deluxe 4-dr., $1,675*; FL Deluxe 4-dr., $1,535; 2-dr., $1,550. '50 FL Deluxe 4-dr., $1,215, $1,290*; SL Deluxe 2-dr., $1,215; 4-dr., $1,125. '49 FL Deluxe 4-dr., $1,050. '48 FM 4-dr., $905; 2-dr., $855; SM 2-dr., $760. '47 FL aerosedan, $795. '46 FM conv., $595. '41 club coupe, $250

CHRYSLER—'47 T. & C. conv., $780*.

DeSOTO—'50 conv., $1,650.

DODGE—'49 Coronet conv., $995. '47 Custom 4-dr., $655. '46 Custom conv., $640.

FORD—'51 Victoria, $1,875; Deluxe (8) 2-dr., $1,475; Custom (6) 2-dr., $1,355. '50 (6) 4-dr., $1,200*, $1,125; Deluxe (8) 4-dr., $1,165, $1,215, $1,230; 2-dr., $1,250, $1,210, $1,130, $1,205; conv., $1,355*. '49 conv., $1,185; Custom (8) 4-dr., $1,100*, $985, $990; 2-dr., $1,000, $890; (6) ½-ton pickup, $735; station wagon, $1,150; Custom (6) 2-dr., $905. '48 (8) conv., $915; (6) ½-ton panel, $745. '47 (8) 2-dr., $650; ½-ton pickup, $590. '46 4-dr., $600; (8) conv., $770. '42 (8) 4-dr., $205.

HUDSON—'51 Hornet 4-dr., $3,045*. '49 Super (6) 4-dr., $950. '48 Commodore (8) club coupe, $920.

KAISER—'51 Henry J 2-dr., $980, $1,025. '49 4-dr., $840, $795. '48 4-dr., $705.

LINCOLN—'50 4-dr., $1,615*.

MERCURY—'51 4-dr., $2,015*. '50 club coupe, $1,455, $1,525; 2-dr., $1,650*; conv., $1,515*. '49 club coupe, $1,055. '47 4-dr., $705. '46 club coupe, $605.

NASH—'49 (600) 2-dr., $515. '46 (600) 4-dr., $465. '41 4-dr., $130.

OLDSMOBILE—'52 (88) Super 4-dr., $3,400*. '50 (98) 4-dr., $1,595*. '49 (88) 2-dr., $1,200*; 4-dr., $1,405*; (98) conv., $1,650*; 4-dr., $1,265*; 2-dr., $1,455*. '47 2-dr., $900*. '41 4-dr., $265.

PLYMOUTH—'51 Cranbrook 4-dr., $1,445; Cambridge club coupe, $1,405. '49 SD 2-dr., $1,000; 4-dr., $1,030. '48 Deluxe 4-dr., $640; club coupe, $655. '41 2-dr., $160; station wagon, $175.

PONTIAC—'48 Chieftain (8) 4-dr., $950. '46 2-dr., $570.

STUDEBAKER—'50 Champion 4-dr., $1,105; club coupe, $1,175. '48 ½-ton pickup, $600; Commander 4-dr., $925; conv., $895.

WILLYS—'49 Jeepster, $855*, $850*.

N. PLAINFIELD, N. J.

(Lebanon Auto Auction. Sale every Wednesday.)

(Sold 73 units out of 110 offerings.)

BUICK—'51 RM sedan, $2,220*. '50 Special sedan, $1,275*; Super sedan, $1,400*; RM sedan, $1,565*. '49 Super sedan, $1,225*. '48 Super sedan, $760.

CADILLAC—'52 (62) sedan, ceiling. '50 (60) Special sedan, $3,025*; (62) sedan, $2,825*. '49 (62) sedan, $2,125. '48 (62) sedan, $1,600*. '47 (62) sedan, $1,250*.

CHEVROLET—'51 SL Deluxe sedan, $1,690*; FL Special sedan, $1,400, $1,380. '50 FL Deluxe sedan, $1,200. '49 SL Special sedan, $1,070, $1,050, $1,040, $960, $910. '46 SM sedan, $530.

CHRYSLER — '51 Windsor Deluxe sedan, $2,125. '49 Windsor sedan, $1,220. '48 Windsor sedan, $700.

DeSOTO—'50 Suburban, $1,760.

DODGE—'47 ½-ton pickup, $560.

FORD—'51 Custom (8) sedan, $1,610*; Crestliner, $1,645; Custom (6) sedan, $1,320; Deluxe (8) sedan, $1,335, $1,300; ½-ton pickup, $1,100. '50 Custom (8) sedan, $1,260*, $1,050; Deluxe (8) sedan, $1,110; Deluxe (6) sedan, $930. '49 Custom (8) sedan, $1,070*, $950, $890. '48 (8) sedan, $750. '47 SD (8) sedan, $720, $630.

HUDSON—'48 Super (6) sedan, $770.

LINCOLN—'49 Cosmopolitan sedan, $1,225*, $1,025*.

MERCURY—'51 sedan, $1,790*. '49 sedan, $1,125*. '46 sedan, $590.

NASH—'50 Statesman Super sedan, $1,000. '47 (600) sedan, $530.

OLDSMOBILE—'51 (88) sedan, $1,875*. '49 (98) sedan, $1,310*, $1,250*. '48 (66) sedan, $875; (98) sedan, $920*. '47 (98) sedan, $775*. '46 (66) sedan, $570.

PACKARD—'49 sedan, $710.

PLYMOUTH—'51 Cambridge sedan, $1,375; Cranbrook sedan, $1,570, $1,490. '50 Deluxe sedan, $1,225, $1,050. '48 Deluxe sedan, $530. '46 Deluxe sedan, $430.

PONTIAC—'52 Chieftain (8) sedan, $2,335. '50 Chieftain (8) sedan, $1,550*. '47 SL (8) sedan, $740, $710. '46 Torpedo (8) sedan, $530.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday.

(Sold 127 units out of 207 offerings.)

BUICK—'51 RM sedan, $2,110; Super Riviera coupe, $2,150. '49 Super sedan, $1,225*, $1,110, $1,140.

CADILLAC—'50 (62) conv., $3,125*. '48 (62) 2-dr., $1,500*; (60) Special 4-dr., $1,750*.

CHEVROLET—'51 SL Deluxe sedan, $1,500; club coupe, $1,625*; FL Deluxe sedan, $1,640, $1,620*; Bel-Air, $1,705*, $1,800*; conv., $1,710*. '50 SL Deluxe sedan, 3 at $1,275, $1,380; Suburban carryall, $1,280. '49 SL Deluxe sedan, 2 at $1,050, $900, $1,000, $1,085; FL Deluxe Suburban, $930; sedan, $925. '48 SM Deluxe club coupe, $820, $850; FL Deluxe sedan, $830; ½-ton panel, $570. '47 FL 4-dr., $750, $650; FM club coupe, $700; SM 4-dr., $650. '46 SM 4-dr., $690.

CHRYSLER—'52 Saratoga sedan, $2,900. '50 Windsor sedan, $1,600.

DeSOTO—'49 Custom club coupe, $1,000.

DODGE—'51 Meadowbrook 4-dr., $1,430. '49 Wayfarer 2-dr., $920.

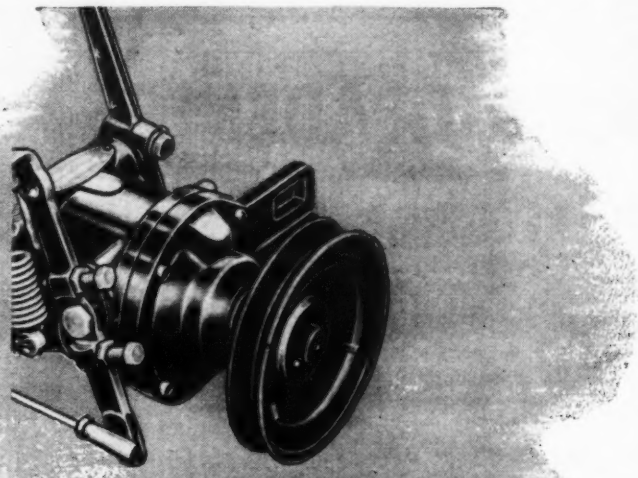
FORD—'52 Custom (8) 2-dr., $2,060. '51 Custom (8) sedan, $1,530, $1,590, $1,550; conv., $1,700; Deluxe (8) sedan, $1,515. '50 station wagon, $1,100; ½-ton pickup, $720. '49 Custom (8) sedan, $800, $1,050, $870. '48 SD (8) sedan, $840, $675. '46 Deluxe (8) sedan, $525; SD (8) sedan, $645.

HUDSON—'49 2-dr., $620.

KAISER—'49 4-dr., $650, $400. '47 4-dr., $300.

MERCURY—'52 Custom club coupe, $2,500*; Monterey coupe, $2,775*. '51 sedan, $1,625, $1,780, $1,650; club coupe, $1,800*. '50 club coupe, 2 at $1,200, $1,150; sedan, $1,160, $1,260. '49 sedan, $950, $1,025. '46 club coupe, $600.

(Continued on Page 236)



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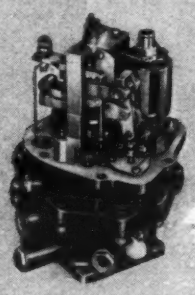

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Passenger-Car Dealers in U. S.

1953 vs. 1952 and 1941

(Estimated by Automotive News)

	1953	1952	1941
CHRYSLER CORP.	10,616†	10,775†	10,401†
Chrysler-Plymouth	3,468	3,481	3,404
DeSoto-Plymouth	2,993	3,121	2,880
Dodge-Plymouth	4,155	4,173	4,117
FORD MOTOR CO.	8,339†	8,385†	6,850†
Ford	6,609	6,658	5,800
Lincoln-Mercury	1,036	1,044	1,050
Mercury	694	683	.....
GENERAL MOTORS	20,860†	20,964†	18,703†
Buick	3,521	3,502	2,850
Cadillac	1,728*	1,712*	1,070*
Chevrolet	7,527	7,641	8,000
Oldsmobile	3,868	3,888	3,204
Pontiac	4,216*	4,221*	3,579*
CROSLEY	.....	838*	550*
HUDSON	1,986*	1,921*	2,700*
KAISER-FRAZER	2,280*	2,606*	.....
NASH	1,636	1,520	1,723
PACKARD	1,828	1,440*	1,724*
STUDEBAKER	2,741	2,815	3,100
WILLYS-OVERLAND	2,068*	1,951*	1,585*
Total U. S. Franchises	52,354*†	53,215*†	47,336*†
Minus Dual Franchises	7,163	7,201	4,050
Net Grand Total U. S. Dealerships	45,191*	46,014*	43,286*

†Includes Duals. *Includes Distributors.

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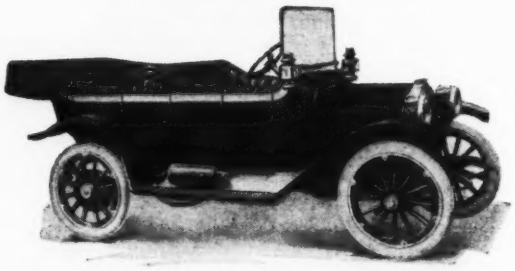

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DOUGLAS MANUFACTURING DIVISION
KINGSTON PRODUCTS CORPORATION
BRONSON, MICHIGAN

Wholesale Used-Car Prices

(Continued from Page 235)

NASH—'51 Rambler conv., $1,415. '49 (600) 4-dr., $830.

OLDSMOBILE—'50 (88) sedan, $1,470, $1,450, $1,675*, $1,650*. '49 (88) 4-dr., $1,330, $1,350.

PLYMOUTH—'52 Cranbrook sedan, 2 at $1,900, 3 at $1,875. '51 Suburban, $1,750. '49 SD 4-dr., $980. '47 4-dr., $635.

PONTIAC—'52 Super (8) Catalina, $2,910*, $2,850*. '51 Chieftain (8) sedan, $1,800, $1,750; SL (8) sedan, $1,850*; (8) conv., $2,050*, $2,000. '50 SL (8) 4-dr., $1,350*. '48 SL (8) 2-dr., $895. '46 SL (6) 4-dr., $450.

STUDEBAKER—'51 Commander (8) sedan, 2 at $1,400, $1,425*. '50 Champion conv., $1,000; Starlite coupe, $990. '47 Champion sedan, $625, $630.

WILLYS — '52 Wing 2-dr., $1,790*. '50 station wagon, $1,010*. '48 Jeep, $465. '47 station wagon, $600*.

MID-AUGUST

ALBANY, N. Y.

(Tim Anspach's Auto Auction. Sale every Monday.

(Prices took a shot in the arm and gained back the previous week's losses. A flurry of buying came from new-car dealers who are low on new merchandise and are loading their lots with used cars. Sold 149 units out of 165 offerings.)

BUICK — '52 Super sedan, $2,860*. '51 Special sedan, $1,930*. '50 Super conv., $1,900*; RM sedan, $1,700*. '49 RM conv., $1,450*, $1,325*; sedan, $1,360*; Super sedan, $1,320*.

CADILLAC—'51 (60) sedan, $3,450*. '49 (62) conv., $2,500*. '48 (62) sedan, $1,780*. '47 (62) sedan, $1,150*. '41 (61) sedan, $270*.

CHEVROLET—'52 SL Deluxe sedan, $2,190*; sedan, $2,185, $2,160*. '51 SL Deluxe sedan, $1,500, $1,675*; conv., $1,625; SL Special sedan, $1,375, $1,210; Bel-Air, $1,935*; FL Deluxe sedan, $1,650. '50 SL Deluxe sedan, $1,300, $1,325; conv., $1,475; FL aerosedan, $1,320; Bel-Air, $1,550, $1,545*; SL Special sedan, $1,250, $990; ¾-ton pickup, $750. '49 SL Deluxe sedan, $1,135, $1,045, $1,100; conv., $1,110, $1,160; FL Deluxe sedan, $1,100, 2 at $1,150; FL Special sedan, $975. '48 FL aerosedan, $840, $720; SM sedan, $825. '47 SM conv., $680, $650; sedan, $700, $745; FM conv., $640.

CHRYSLER—'51 Windsor Newport, $2,400*. '50 Windsor sedan, $1,510*; NY sedan, $1,660*. '48 Windsor sedan, $750.

DeSOTO—'51 Custom sedan, $2,025*. '50 Custom sedan, $1,570*. '48 Custom conv., $960*.

DODGE—'52 Meadowbrook sedan, $2,150*. '51 Coronet sedan, $1,750*; Meadowbrook sedan, $1,650*. '50 Diplomat sedan, $1,710*. '49 Meadowbrook sedan, $885; ½-ton panel, $370. '47 station wagon, $400.

FORD—'51 Custom (8) sedan, $1,635; conv., $1,880*; Deluxe (8) sedan, $1,310. '50 Custom (8) sedan, $1,250; conv., $1,370; (6) pickup, $635. '49 Custom (8) sedan, $860, $850; conv., $1,060, $1,080. '48 SD (8) sedan, $830; Deluxe (8) sedan, $725, $760. '47 Deluxe (8) sedan, $660.

KAISER—'48 sedan, $500.

LINCOLN—'49 Cosmopolitan sedan, $1,100.

MERCURY—'51 station wagon, $2,050*. '50 sedan, $1,410, $1,380. '49 sedan, $1,080, $1,120. '48 sedan, $670. '41 sedan, $100.

NASH — '51 Ambassador sedan, $1,490; Statesman sedan, $1,650*. '47 (600) sedan, $500.

OLDSMOBILE—'52 (98) sedan, $3,000*, $3,075*, $3,200*. '51 (88) sedan, $1,760*, $2,070*. '50 (98) sedan, $1,600*. '49 (76) conv., $1,260*; sedan, $1,275*; (98) conv., $1,435*. '47 (78) sedan, $620; (76) sedan, $475. '46 (78) sedan, $600*; (66) conv., $590*.

PLYMOUTH—'52 Cranbrook sedan, $2,000. '51 Cranbrook sedan, $1,600; Cambridge sedan, $1,525, $1,410, $1,460. '50 Deluxe sedan, $900, $800. '49 SD sedan, $1,030, $1,100; Deluxe sedan, $890. '47 Deluxe sedan, $610.

PONTIAC—'52 Chieftain (8) sedan, $2,545*. '51 Chieftain (8) sedan, $2,075*. '50 Chieftain (8) sedan, $1,540*. '48 SL (8) sedan, $910. '47 Torpedo (6) sedan, $710. '46 Chieftain (8) sedan, $800.

STUDEBAKER—'52 Champion conv., $2,300*. '50 Champion conv., $1,120. '49 Commander sedan, $940; Land Cruiser, $1,050. '48 1½-ton platform, $260; Champion sedan, $650.

MISCELLANEOUS — '48 International ½-ton panel, $300; International ¾-ton panel, $360.

PHILADELPHIA

(Harold B. Robinson Auto Sales Auction. Sale every Tuesday.)

(Prices climbed back to a level of a few weeks ago. Brisk bidding was carried on for clean cars. Sold 97 units out of 121 offerings.)

BUICK—'50 RM sedan, $1,625*. '49 RM sedan, $1,275; Super conv., $1,250; sedan, $1,265. '48 Super sedan, $850. '47 Super sedan, $915, $725, $600, $510.

CADILLAC—'48 (62) conv., $1,630. '42 (75) 7-passenger sedan, $390.

CHEVROLET—'51 Bel-Air, $1,930*; SL Deluxe sedan, $1,600, $1,490; SL Special sedan, $1,495; FL Deluxe sedan, $1,660. '50 FL Deluxe sedan, $1,250. '49 FL Special sedan, $1,100. '48 FM conv., $725; SM sedan, $810. '47 FL conv., $720. '46 FM sedan, $600; SM sedan, $675; ½-ton pickup, $460.

CHRYSLER—'52 Windsor conv., $2,775*. '49 Windsor sedan, $1,400*. '48 NY sedan, $960*. '46 NY sedan, $700; Windsor sedan, $675, $485; Royal sedan, $745.

DeSOTO—'52 Fire Dome (8) sedan, $2,725*. '51 conv. $1,910*. '48 Custom conv., $930. '41 Custom sedan, $160.

DODGE—'51 panel truck, $1,250, $1,240, $1,230, $1,220, $1,150. '49 Wayfarer roadster, $900.

FORD—'51 Custom (8) sedan, $1,640*; Deluxe (8) sedan, $1,435*, $1,380, $1,360; Deluxe (6) sedan, $1,320. '50 Custom (8) sedan, $1,260; Custom (6) sedan, $1,030. '49 conv., $965; station wagon, $1,025, $910; Custom (8) sedan, $1,030, $940, $905. '46 sedan, $625. '40 sedan, $105.

MERCURY—'52 station wagon, $2,800*. '51 sedan, $1,850. '50 sedan, $1,450. '49 sedan, $1,150. '40 sedan, $140.

NASH—'51 Statesman sedan, $1,460; Rambler conv., $1,370.

OLDSMOBILE—'51 (88) club coupe, $2,005*. '49 (98) conv., $1,450*, $1,410*; (76) sedan, $1,275*. '46 (78) sedan, $540*.

PACKARD—'46 7-passenger sedan, $490.

PLYMOUTH—'52 Cranbrook sedan, $2,060, $1,950. '51 Cranbrook sedan, $1,500; Cambridge club coupe, $1,500, $1,465, $1,460, $1,455, $1,430, $1,370. '50 Deluxe club coupe, $1,180. '48 SD conv., $875; SD sedan, $795. '47 SD sedan, $630. '46 SD sedan, $350.

PONTIAC—'50 Chieftain (8) sedan, $1,550. '49 SL (8) sedan, $1,275. '48 conv., $1,010.

STUDEBAKER—'52 Champion sedan, $1,675. '49 Champion business coupe, $900.

WILLYS—'52 Aero Wing (6) sedan, $1,535.

VALDOSTA, GA.

(Tom Hewitt Auto Auction. Sale every Friday.

(Sold 179 units out of 301 offerings.)

BUICK—'52 Super Riviera 2-dr., $3,070*, $2,600; Super 4-dr., $2,250*. '51 Super 4-dr., $2,000*; Special 2-dr., $1,800. '50 Super Riviera, $1,825*, $1,730; 4-dr., $1,655, $1,500. '48 RM 4-dr., $900. '41 4-dr., $165.

CADILLAC—'51 (62) conv., $3,720*; 2-dr., $3,100*. '50 (62) 2-dr., $2,900*, $2,860*; (61) 4-dr., $2,750*. '49 (62) Coupe de Ville, $2,725*; (61) 4-dr., $1,800*.

CHEVROLET—'52 SL Deluxe 2-dr., $1,925, $1,900; club coupe, $1,875; ½-ton pickup, $1,525, $1,500. '51 Bel-Air, $1,775*, $1,710; conv., $1,700, $1,600; SL Deluxe 2-dr., $1,650, $1,560, 2 at $1,550. '50 Bel-Air, $1,055; SL Deluxe conv., $1,310, $975.

DeSOTO—'50 Custom 4-dr., $1,600*. '49 Deluxe 4-dr., $1,275.

DODGE—'51 Wayfarer 2-dr., $1,200. '50 Meadowbrook 4-dr., $1,150*, $1,087; ½-ton pickup, $475. '39 4-dr., $175.

FORD—'52 Victoria, $2,530*, $2,395*, $1,960. '51 Victoria, $1,835*; Custom (8) 4-dr., 2 at $1,700, $1,690; Deluxe (8) 4-dr., $1,450, $1,325, $1,275; ½-ton pickup, $1,130. '50 Custom (8) 4-dr., $1,375, $1,340; Deluxe (8) 4-dr., $1,100, $1,025. '49 Custom (8) club coupe, $1,030, $890; Custom (8) 2-dr., $1,025, $1,000, $925. '48 SD (8) 2-dr., $735.

KAISER—'51 Deluxe 4-dr., $1,075; Henry J 2-dr., $785, $760.

LINCOLN—'51 4-dr., $1,940*.

MERCURY—'52 4-dr., $2,520*. '51 club coupe, $1,700, $1,575. '49 2-dr., $1,265, $1,070, $1,060; conv., $1,000; 2-dr., $1,600*.

NASH—'51 Rambler station wagon, $1,375, $1,270. '50 Statesman 4-dr., $930.

OLDSMOBILE—'52 Deluxe 4-dr., $2,750*.

(Continued on Page 237)

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Used-Car Auction Prices

(Continued from Page 236)

'51 (88) 4-dr., $2,325*; (98) 4-dr., $2,325*, $2,255*. '50 (88) Holiday, $1,875*, $1,600*, $1,475*. '49 (88) 4-dr., $1,260*, $1,250*. '40 4-dr., $1,150.

PLYMOUTH—'51 Cranbrook 4-dr., $1,590, $1,550; club coupe, $1,320. '50 SD club coupe, $1,285, $1,250. '48 SD club coupe, $775. '47 SD 4-dr., $450, $540.

PONTIAC—'52 Chieftain (8) 4-dr., $2,705*. '51 conv., $2,025*, $1,800; Chieftain (8) 4-dr., $1,870*; SL (8) 2-dr., $1,675. '50 Chieftain (8) 4-dr., $1,575*, $1,510*, $1,490*. '49 Chieftain (6) club coupe, $1,280.

STUDEBAKER—'51 Commander (8) business coupe, $1,330. '50 Champion club coupe, $1,170.

WILLYS—'52 Aerowing 2-dr., $1,510. '49 Jeepster, $660. '48 Jeep, $500.

LOS ANGELES

(Los Angeles Auto Auction. Sale every Tuesday and Thursday at San Gabriel, Calif.)

(Demand greater for clean units—market steady. Sold 235 units out of 443 offerings.)

BUICK—'52 Super Riviera 2-dr., $3,125*, $3,065*, $3,010*, $2,995*; 4-dr., $2,920*. '51 RM Riviera 2-dr., $2,425*; conv., $2,345*; Super conv., $2,220*; 4-dr., $2,025*; Special 4-dr., $1,975*; 2-dr., $1,800. '50 Super Riviera 2-dr., $1,945*; RM Riviera 4-dr., $1,805*, $1,585*; 4-dr., $1,405*; Special 4-dr., $1,265; sedanet, $1,260*. '49 Super 4-dr., $1,395*; sedanet, $1,330*; RM 4-dr., $1,125*, $1,100*.

CADILLAC—'51 conv., $4,150*; (60) 4-dr., $3,845*; (62) club coupe, $3,600*; 4-dr., $3,410*, $3,385*. '50 Coupe deVille, $3,625*; (60) 4-dr., $3,250*; (61) 4-dr., $3,025*, $2,895*; club coupe, $2,920*. '49 Coupe deVille, $2,805*.

CHEVROLET—'52 Bel-Air, $2,385*. '51 station wagon, $1,795; SL Deluxe 2-dr., $1,555, $1,550; 4-dr., $1,550; SL Special 4-dr., $1,450; ½-ton pickup, $1,320. '50 conv., $1,580, $1,405; SL Deluxe 4-dr., $1,360*; ½-ton pickup, $1,130. '49 SL Deluxe 4-dr., $1,310, $1,065; FL 4-dr., $1,110; sedan delivery, $1,095; FL Special 2-dr., $1,050, $920; ½-ton pickup, $985.

CHRYSLER—'52 NY Town and Country, $3,575*; Windsor 4-dr., $2,700*. '50 Windsor club coupe, $1,590*. '49 Windsor 4-dr., $1,325*; conv., $1,255*.

DeSOTO—'52 Custom club coupe, $2,500*. '51 Custom 4-dr., $1,945*. '50 Custom 4-dr., $1,945*, $1,620*, $1,575*, $1,390*, $1,365*. '49 Custom 4-dr., $1,145*; conv., $1,300*.

DODGE—'51 Diplomat, $1,950*.

FORD—'52 Victoria, $2,755*; conv., $2,650*. '51 Victoria, $2,190*, $1,955, $1,895; Country Squire, $2,125*, $2,040*, $1,955; conv., $1,945*, $1,850*; Custom (8) 4-dr., $1,775*; Deluxe (8) 2-dr., $1,500. '50 Custom (8) 4-dr., $1,430*; station wagon, $1,420*; Custom (6) 2-dr., $1,305*; F-1 pickup, $950. '49 Custom (8) 2-dr., $1,195*, $1,170*; club coupe, $1,150; Deluxe (8) 2-dr., $1,105; Deluxe (6) 4-dr., $975; Custom (6) 2-dr., $890.

HUDSON—'51 Hornet 4-dr., $2,020*, $1,995*; Pacemaker 4-dr., $1,300. '49 Commodore (8) 4-dr., $995.

KAISER—'51 2-dr., $1,150. '48 4-dr., $450.

LINCOLN—'51 4-dr., $2,080*; Cosmopolitan club coupe, $2,000*. '50 4-dr., $1,700*; club coupe, $1,585*, $1,530*. '49 conv., $1,415*; 4-dr., $1,375*; Cosmopolitan club coupe, $1,325*; 4-dr., $1,245*; club coupe, $1,045*, $930*.

MERCURY—'52 4-dr., $2,430*. '51 conv., $2,320*; club coupe, $2,095*, $2,055*, $1,940*; 4-dr., $1,970*. '50 conv., $1,630*; club coupe, $1,510, $1,445. '49 4-dr., $1,305; conv., $1,300*, $1,275*.

OLDSMOBILE—'52 (98) Holiday, $3,625*; 4-dr., $3,390*, $3,260*; Super (88) 4-dr., $2,885*. '51 Super (88) 4-dr., $2,245*, $2,070*; 2-dr., $2,200*; (88) 2-dr., $1,905*, $1,845*. '50 (88) conv., $1,950*; (98) 4-dr., $1,880*. '49 (98) 4-dr., $1,200*; club coupe, $1,195*.

PACKARD—'51 (200) 4-dr., $1,925*. '49 4-dr., $990*, $905*, $815.

PLYMOUTH—'52 Cranbrook 4-dr., $2,150*, $1,805. '51 Belvedere, $1,800. '50 SD 4-dr., $1,155. '49 SD 4-dr., $1,095.

PONTIAC—'52 Catalina, $2,975*, $2,955*; Chieftain (8) 2-dr., $2,450*. '51 Catalina, $2,290*; SL (8) 4-dr., $2,100*; sedan coupe, $1,935*, $1,930*. '50 Chieftain (8) conv., $1,895*, $1,740*; 4-dr., $1,725*, $1,640*; 2-dr., $1,680*, $1,675*, $1,455*. '49 SL (6) 2-dr., $1,320*.

STUDEBAKER—'52 ½-ton pickup, $1,560*. '51 Commander (8) 4-dr., $1,725*; club coupe, $1,525*; Champion 4-dr., $1,410*. '50 Commander (8) conv., $1,450*; 4-dr., $1,215*; Champion 4-dr., $1,095; ¾-ton pickup, $780.

WILLYS—'50 station wagon, $945*.

MASON CITY, IA.

(Lapiner's Auto Auction. Sale every Wednesday.)

(Sold 132 units out of 174 offerings.)

BUICK—'52 Super Riviera 2-dr., $2,805*, $2,850*. '50 Special 4-dr., $1,395*, $1,260*; Super Riviera 2-dr., $1,750. '49 RM 2-dr., $1,155*. '47 Super 2-dr., $730. '46 RM 4-dr., $460.

CADILLAC—'49 (62) 4-dr., $2,360*; 2-dr., $2,275*.

CHEVROLET—'52 SL Special 4-dr., $1,795; Bel-Air, $2,140, $2,150. '51 Bel-Air, $1,855*, $1,805, $1,800. '50 SL Deluxe 2-dr., $1,260*; SL Special 4-dr., $1,320, $1,330, $1,340. '49 SL Special 2-dr., $890, $910, $955. '48 FL aerosedan, $880, $765, $785, $790.

DeSOTO—'52 Fire Dome (8) 4-dr., $3,005*.

DODGE—'47 Custom 4-dr., $705. '42 4-dr., $225. '40 4-dr., $175.

FORD—'52 Custom (8) 4-dr., $2,265*, $2,205*; Victoria, $2,505*, $2,410*; conv., $2,445*; Deluxe (8) 2-dr., $1,895. '51 Custom (8) 2-dr., $1,575*; 4-dr., $1,490*. '47 Deluxe (8) 4-dr., $290, $300, $310.

HUDSON—'51 Commodore (8) club coupe, $1,685. '50 Pacemaker 4-dr., $680.

KAISER—'49 4-dr., $555*. '48 4-dr., $300.

LINCOLN—'49 2-dr., $1,190*.

MERCURY—'51 4-dr., $1,870*. '49 4-dr., $1,120*, $1,110, $1,040.

NASH—'51 Statesman 2-dr., $1,130; Ambassador 2-dr., $1,335*. '50 Statesman 4-dr., $1,060.

OLDSMOBILE—'52 (88) 4-dr., $2,825*. '50 (88) 4-dr., $1,540*. '49 (98) 4-dr., $1,310*.

(Continued on Page 238)

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Tire, Tube Production

1952-1951

	1952				
		% Of Change From Preceding			1951
	December	Month	November	Year	Year
PASSENGER CASINGS SHIPMENTS					
Original Equipment	2,446,008		2,187,777	24,102,298	26,728,553
Replacement	2,447,462		2,432,817	45,525,185	34,226,242
Export	82,567		42,066	741,651	723,242
TOTAL	4,976,037	+ 6.72	4,662,660	70,369,134	61,678,037
Production	6,519,572	+ 7.39	6,070,801	74,441,064	65,545,941
Inventory End of Month	11,244,594	+16.98	9,612,240	11,244,594	6,973,419
TRUCK AND BUS CASINGS SHIPMENTS					
Original Equipment	470,231		477,690	5,381,315	5,424,030
Replacement	725,248		707,627	8,877,100	10,385,636
Export	54,819		43,949	779,433	954,018
TOTAL	1,250,298	+ 1.71	1,229,266	15,037,848	16,763,684
Production	1,425,419	+ 8.55	1,313,199	16,061,322	17,859,036
Inventory End of Month	2,848,767	+ 7.12	2,659,464	2,848,767	1,791,367
TOTAL AUTOMOTIVE CASINGS SHIPMENTS					
Original Equipment	2,916,239		2,665,467	29,483,613	32,152,583
Replacement	3,172,705		3,140,444	54,402,285	44,611,878
Export	137,386		86,015	1,521,084	1,677,260
TOTAL	6,226,330	+ 5.68	5,891,926	85,406,982	78,441,721
Production	7,944,991	+ 7.60	7,384,000	90,522,386	83,404,977
Inventory End of Month	14,093,361	+14.84	12,271,704	14,093,361	8,764,786
PASSENGER INCL. MOTORCYCLE AND TRUCK AND BUS TUBES SHIPMENTS					
Original Equipment	2,910,428		2,666,839	29,471,383	32,151,424
Replacement	1,900,773		1,898,169	32,931,308	32,283,823
Export	57,344		51,670	1,015,069	1,071,253
TOTAL	4,868,545	+ 5.46	4,616,678	63,417,760	65,506,500
Production	5,643,807	+10.30	5,116,681	65,039,263	67,248,885
Inventory End of Month	11,743,881	+ 7.64	10,909,946	11,743,881	10,094,458

NOTE: Cumulative data on this report includes adjustments made in prior months.

Wholesale Used-Car Prices

(Continued from Page 237)

PACKARD—'50 4-dr., $1,000*.
PLYMOUTH—'51 Belvedere, $1,695, $1,575. '50 Deluxe club coupe, $1,175. '47 Deluxe 4-dr., $765, $750, $740, $680.
PONTIAC—'51 SL (8) 2-dr., $1,655*; Catalina, $2,265*. '48 Chieftain 4-dr., $910*; club coupe, $995*. '47 SL (6) club coupe, $685; 4-dr., $645.
STUDEBAKER—'52 Champion 4-dr., $1,550*. '50 Champion 4-dr., $1,010*, $915*. '49 Commander 4-dr., $1,065*, $1,110*.
WILLYS—'48 ½-ton pickup, $500.

EBENSBURG, PA.

(Ebensburg Auto Auction. Sale every Thursday.)

(Convertibles and late models off slightly—other offerings steady. Sold 92 units out of 109 offerings.)

BUICK—'50 Special 4-dr., $1,210*; 2-dr., $1,335*, $1,320*. '49 RM 4-dr., $1,280*; Super conv., $1,025; 4-dr., $1,200*. '48 RM conv., $900*. '41 century 4-dr., $160. '35 4-dr., $165.
CADILLAC—'49 (62) 4-dr., $2,390*, $2,200*.
CHEVROLET—'51 SL Deluxe 4-dr., $1,550; FL Deluxe 2-dr., $1,545. '50 SL Deluxe conv., $1,390; 4-dr., $1,370; 2-dr., $1,350*, $1,305, $1,240; SL Special 2-dr., $1,180, $1,085; FL Deluxe 2-dr., $955; ¾-ton pickup, $825; ½-ton pickup, $865. '49 SL Deluxe 2-dr., $1,110, $1,080, $1,070; SL Special 2-dr., $1,009; FL Deluxe 2-dr., $1,090; ¾-ton stake, $795; ½-ton pickup, $805. '48 station wagon, $690; FL aerosedan, $969, $905; SM 4-dr., $880, $815. '47 FM conv., $300; FL 2-dr., $707, $760; SM 2-dr., $580. '42 SD 2-dr., $350; MD 2-dr., $200. '40 SD 4-dr., $210.
CHRYSLER—'47 Windsor conv., $695*.
DeSOTO—'52 Fire Dome (8) 4-dr., $2,725*. '47 Custom 4-dr., $780, $760.
DODGE—'48 Custom 4-dr., $635.
FORD—'51 Custom (8) conv., $1,755*. '50 Crestliner, 2 at $1,350; Custom (8) 4-dr., $1,760; club coupe, $1,200, $1,060*, $1,050; ½-ton pickup, $800. '49 Deluxe (8) 4-dr., $930, $855; Custom (6) 2-dr., $900. '47 SD (8) club coupe, $560. '46 Deluxe (8) 2-dr., $550. '41 SD (8) 2-dr., $210. '33 (V8) coupe, $250.
FRAZER—'51 4-dr., $1,310.
HUDSON—'48 Commodore (6) 4-dr., $805.
KAISER—'51 Henry J sedan, $800.
MERCURY—'51 4-dr., $1,790*.
NASH—'49 (600) 4-dr., $885*, $870*. '48 Ambassador club coupe, $735*.
OLDSMOBILE — '51 (88) 2-dr., $1,975*; $1,900*. '50 (88) Holiday, $1,700*. '49 (98) conv., $1,300*, $1,250*; (76) sedanet, $1,020*. '48 (66) 2-dr., $830.
PLYMOUTH—'51 Belvedere, $1,760; Cranbrook conv., $1,715. '50 SD 2-dr., $1,250. '49 Deluxe 2-dr., $930. '47 SD 4-dr., $730, $725.
PONTIAC—'52 Catalina, $2,775*. '50 Chieftain (8) 4-dr., $1,400*, $1,330*. '46 SL (6) sedanet, $700. '41 Chieftain (6) sedanet, $150.
STUDEBAKER — '50 Commander conv., $1,090*.
WILLYS—'50 Jeepster, $770.
MISCELLANEOUS—'48 Diamond T wrecker & hoist, $750.

MID-DECEMBER LOS ANGELES

(Los Angeles Auto Auction. Sale every Tuesday and Thursday at San Gabriel, Calif.)

(Demand strong—market steady. No sale held on Thanksgiving Day, nor will there be any on Christmas or New Year's.)

BUICK—'52 Super conv., $2,875*; Super Riviera 2-dr., $2,850*; RM Riviera 2-dr., $2,630*; RM conv., $2,545*, $2,465*. '51 RM Riviera 2-dr., $2,205*; Super Riviera 4-dr., $1,925*; Special Riviera 2-dr., $1,755*; Super conv., $1,710*; Special 2-dr., $1,700*. '50 Super Riviera 2-dr., $1,825*, $1,700*, $1,345*. '49 Super sedan, $1,190*, $1,160*. '47 Super conv., $665; estate wagon, $425.
CADILLAC — '52 Coupe deVille, $4,860*, $4,600*; (62) conv., $4,650*. '51 conv., $3,545*; (60) 4-dr., $3,495*, $3,380*; (61) club coupe, $3,360*; (62) 4-dr., $3,310*, $3,200*. '50 conv., $3,210*, $3,225*; (60) 4-dr., $3,135*; (61) coupe, $2,960*; (62) 4-dr., $2,935*, $2,845*. '49 (62) 4-dr., $2,420*, $2,145*, $1,940*; (61) coupe, $2,130*. '48 conv., $1,905*; (62) coupe, $1,625*. '47 (62) 4-dr., $990*.
CHEVROLET—'52 conv., $2,105*; SL Deluxe 4-dr., $1,870*. '51 Bel-Air, $1,800*, $1,750*; ½-ton pickup, $1,240, $1,115, $1,020, $975. '50 ¾-ton pickup with crane, $1,290. '49 SL Deluxe 4-dr., $1,210, $1,090, $1,040; FL Deluxe 4-dr., $975; ½-ton pickup, $755; SM club coupe, $780. '48 SM business coupe, $625. '46 SM club coupe, $685; conv., $635.
CHRYSLER—'50 NY 4-dr., $1,485*; Windsor 4-dr., $1,470*. '49 Windsor conv., $1,160*.
DeSOTO—'50 Custom 4-dr., $1,365*; Deluxe 4-dr., $1,330*, $1,295*; Carryall, $1,325*. '49 Custom 4-dr., $1,175*.
DODGE—'53 Meadowbrook station wagon, $2,400. '51 Meadowbrook 4-dr., $1,590*.
FORD—'52 Victoria, $2,530*, $2,500*, $2,385*, $2,300*; ranch wagon, $2,335*; conv., $2,225*, $2,105*; Custom (6) 2-dr., $1,980*, $1,890*. '51 Country Squire, $1,785*; Victoria, $1,785*, $1,770*, $1,745*, $1,680; Custom (8) 2-dr., $1,550*; Deluxe (6) 4-dr., $1,330. '50 Custom (8) 2-dr., $1,320; conv., $1,185, $1,175; Deluxe (6) 2-dr., $1,100. '49 Custom (8) club coupe, $985, $900; Custom (6) 2-dr., $950, $855. '48 SD (8) club coupe, $795. '47 SD (6) 2-dr., $480.
FRAZER—'51 4-dr., $1,305*.
HUDSON—'52 Hornet 4-dr., $2,340*. '51 Hornet 4-dr., $1,810*. '50 Super (6) club coupe, $1,285*. '48 Commodore (8) 4-dr., $880.
KAISER—'51 4-dr., $1,350*; Henry J (6) 2-dr., $780.
LINCOLN—'49 club coupe, $1,105*.
MERCURY — '52 Monterey, $2,640*. '51 club coupe, $1,775*; 4-dr., $1,740*. '50 4-dr., $1,520*, $1,500*, $1,455. '49 club coupe, $1,160; station wagon, $1,100*; 4-dr., $1,025*. '46 conv., $575.
NASH—'51 Rambler conv., $1,220; Statesman 4-dr., $1,125*. '50 Statesman 4-dr., $930.
OLDSMOBILE — '52 (98) 4-dr., $2,725*; Super (88) conv., $2,405*. '51 (98) Holiday, $2,220*, $1,960*; Super (88) 2-dr., $2,035*, $1,695*. '50 (88) 4-dr., $1,760*, $1,500*, $1,410*, $1,375*; (98) 4-dr., $1,750*. '49 (98) 4-dr., $1,170*. '48 (76) club sedan, $1,140*; (66) club sedan, $930*.
PACKARD—'52 4-dr., $1,950*, $1,895*. '51 4-dr., $1,685. '49 4-dr., $950*.
PLYMOUTH—'50 SD conv., $1,190. '48 SD club coupe, $750.
PONTIAC—'52 Catalina, $2,580*, $2,520*; conv., $2,295*; Chieftain (8) club coupe, $1,865. '51 Chieftain (8) sedan, $1,805*, $1,790*, $1,775*. '50 SL (8) sedan, $1,250*, $1,130*.
STUDEBAKER — '52 Champion Starliner, $1,745*. '51 Commander (8) club coupe, $1,510*; conv., $1,475*; 4-dr., $1,405*. '50 Champion club coupe, $1,255*; Commander conv., $1,150*. '49 Champion conv., $795*. '47 Commander 4-dr., $720*; Champion 2-dr., $705*.
WILLYS—'52 Aero Lark 2-dr., $1,610*.
MISCELLANEOUS—'51 Hillman Minx 4-dr., $850. '48 GMC ¾-ton pickup, $615.

MANHEIM, PA.

(Manheim Auto Sales and Auction Co. Sale every Friday.)

(Market steady. Sold 120 units out of 187 offerings.)

BUICK—'52 Super Riviera sedan, $2,650*. '50 RM Riviera 4-dr., $1,425*; Special 4-dr., $1,200, $1,060. '49 Super 2-dr., $1,130*. '48 Super 4-dr., $770. '47 Super station wagon, $530.
CADILLAC—'52 (62) 4-dr., $4,255*. '51 (60) 4-dr., $2,980*. '50 (62) 4-dr., $2,530*. '49 (62) 4-dr., $1,900*, $1,600*. '47 (62) 4-dr., $890*.
CHEVROLET—'52 Bel-Air, $2,060*; SL Deluxe 2-dr., $1,740; 4-dr., $1,670. '51 conv., $1,470. '50 FL 2-dr., $1,215; SL Deluxe 4-dr., $1,125. '49 SL Deluxe 2-dr., $920. '46 FL sedan, $640.
CHRYSLER—'52 Windsor 4-dr., $2,375*. '49 NY 4-dr., $1,225*.
DeSOTO—'52 Fire Dome (8) 4-dr., $2,350*. '50 Custom 4-dr., $1,375*.
DODGE—'52 ½-ton pickup, $1,110; ¾-ton pickup, $1,050. '49 Wayfarer sedan, $825. '47 Wayfarer business coupe, $530.
FORD—'52 Victoria, $2,190*; conv., $1,940; Mainline (8) 2-dr., $1,750*. '51 Victoria, $1,600*; Custom (8) club coupe, $1,490*. '50 Custom (8) 2-dr., $1,135. '49 station wagon, $640; SD (8) 4-dr., $650.
HUDSON—'51 Pacemaker 2-dr., $1,080. '50 Commodore (6) 4-dr., $1,285.
KAISER—'51 Henry J (6) sedan, $795. '50 4-dr., $795*.
MERCURY—'52 4-dr., $2,050*; 2-dr., $2,025*. '51 4-dr., $1,595*. '50 conv., $1,225. '49 station wagon, $710*.
NASH—'52 Rambler conv., $2,375*; country club, $1,330. '51 Statesman 2-dr., $1,180; 4-dr., $1,125.
OLDSMOBILE—'52 Super (88) Holiday, $2,400*; (98) 4-dr., $1,975*. '50 (88) 4-dr., $1,480*. '49 (88) conv., $1,010*. '47 (76) 4-dr., $539.
PACKARD—'50 (300) 2-dr., $940; (200) 4-dr., $860*.
PLYMOUTH—'53 Cambridge 4-dr., $1,410. $1,400. '51 Suburban, $1,310; Concord 2-dr., $1,000. '49 SD club coupe, $1,065.
PONTIAC—'52 Chieftain (6) 4-dr., $1,790*. '51 SL (8) 4-dr., $1,665*. '50 Catalina, $1,705*. '49 SL (8) 2-dr., $1,160*. '48 SL (8) 4-dr., $820*. '47 Torpedo (6) 4-dr., $700.
STUDEBAKER—'50 Champion 4-dr., $930*; Commander Land Cruiser, $850*. '49 Land Cruiser, $810*; Commander club coupe, $770.
WILLYS—'52 Aero Wing 2-dr., $1,410.

(Continued on Page 239)

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Wholesale Used-Car Prices

(Continued from Page 238)

DALLAS

(Southwestern Auto Auction. Sale every Wednesday.)

(Market a little off. Sold 41 units out of 113 offerings.)

BUICK—'52 Special Riviera sedan, $2,160*. '50 Super sedan, $1,390. '48 Special sedan, $535.
CADILLAC—'52 (62) Coupe deVille, $4,350*.
CHEVROLET—'51 SL Deluxe club coupe, $1,300. '50 SL Deluxe sedan, $1,095. '48 SM sedan, $660, $690, $740. '41 sedan, $290.
DeSOTO—'50 Custom club coupe, $1,175.
DODGE—'50 Meadowbrook sedan, $850. '48 Custom club coupe, $530.
FORD—'51 Custom (8) sedan, $1,365, $1,370, $1,350, $1,475*; conv., $1,280*. '50 Custom (8) sedan, $1,180, $1,140. '49 Custom (8) sedan, $960, $690. '46 SD (8) sedan, $525. '41 SD (8) sedan, $285, $165. '36 (8) sedan, $110.
MERCURY—'51 sedan, $1,490.
NASH—'47 sedan, $225.
OLDSMOBILE — '50 (88) sedan, $1,390*. '48 (98) conv., $920*. '47 (66) sedan, $410.
PLYMOUTH—'50 Deluxe sedan, $730. '47 Deluxe sedan, $495.
PONTIAC—'46 Chieftain (8) sedan, $390. '40 sedan, $115.
STUDEBAKER—'51 Commander (8) sedan, $1,240. '50 Champion sedan, $1,040. '49 Champion sedan, $735.
WILLYS—'49 pickup, $295.

ALBANY, N. Y.

(Tim Anspach Auto Auction. Sale every Monday.)

(Prices actually up on clean offerings, but last week's sale was about 70 percent rough cars. Sold 66 units out of 105 offerings.)

BUICK—'51 RM sedan, $1,820*. '50 Special sedan, $1,100*. '49 RM conv., $1,150*; sedan, $1,135*; Super sedan, $1,200*. '48 Super sedan, $690; conv., $710; RM sedan, $725. '41 Super conv., $120.
CADILLAC—'52 (62) conv., $4,250*. '49 (62) sedan, $1,875*. '48 (62) sedan, $1,560*. '47 (60) sedan, $940*.
CHEVROLET—'52 SL Deluxe conv., $1,885. '51 SL Deluxe sedan, $1,330*. '50 Bel-Air, $1,400*; SL Deluxe sedan, $990; ¾-ton pickup, $750. '49 FL Deluxe sedan, $900; FM sedan, $875; SL Deluxe sedan, $890. '48 SM sedan, $710; FM station wagon, $400. '47 FM conv., $300.
CHRYSLER—'51 Windsor sedan, $1,815*. '49 Windsor conv., $1,250*.
DeSOTO—'50 Deluxe club coupe, $1,300*.
DODGE—'50 Coronet club coupe, $1,180*. '49 Deluxe sedan, $570.
FORD — '52 Mainline (8) sedan, $1,600; ½-ton pickup, $1,000. '50 Custom (8) sedan, $1,080. '49 Custom (8) sedan, $750, $700. '47 SD (8) sedan, $600.
FRAZER—'48 sedan, $200.
LINCOLN—'50 Cosmopolitan sedan, $1,480*.
MERCURY — '52 Monterey, $2,030*. '51 club coupe, $1,560*. '50 sedan, $1,200, $1,110; club coupe, $1,180. '49 sedan, $900*. '47 sedan, $525.
NASH — '51 Ambassador sedan, $1,210; Statesman sedan, $1,200*, $1,070. '50 Statesman sedan, $780. '49 (600) sedan, $725.
OLDSMOBILE—'50 (88) club coupe, $1,370*. '49 (98) sedan, $1,070*.
PACKARD—'51 (200) sedan, $1,350*.
PLYMOUTH—'52 Cambridge sedan, $1,550. '50 SD club coupe, $1,070. '49 SD club coupe, $780. '48 SD sedan, $490, $475. '46 Deluxe sedan, $460.
STUDEBAKER—'51 Commander (8) sedan, $1,310*; Champion club coupe, $1,030. '47 Commander sedan, $400*; Champion club coupe, $450.
WILLYS — '48 (4) station wagon, $530; Jeep, $650. '47 (4) station wagon, $350. '45 Jeep, $400.

OAKLAND, CALIF.

(Pollock's Used Car Auction. Sale every Wednesday.)

BUICK — '51 Super 4-dr., $2,035*; conv., $1,925*. '50 Special 4-dr., $1,050; 4-dr., $1,055. '49 RM 4-dr., $1,260*. '47 Super conv., $555; RM conv., $710. '46 RM 4-dr., $570; Super 2-dr., $650.
CADILLAC—'52 (62) club coupe, $4,390*. '49 (61) 2-dr., $1,835*. '48 (61) 2-dr., $1,710*; (60) 4-dr., $1,700*; (62) 4-dr., $1,700*. '47 (62) 4-dr., $1,100*. '41 2-dr., $265.
CHEVROLET—'52 ½-ton pickup, $1,275; conv., $1,735; Bel-Air, $2,220, $2,300*. '51 SL Deluxe 4-dr., $1,540*; 2-dr., $1,640*, $1,495. '50 SL Deluxe 4-dr., $1,250; FL 2-dr., $1,310, $1,155; Bel-Air, $1,565. '49 SL Deluxe 4-dr., $1,025; club coupe, $925; conv., $1,005. '48 SM club coupe, $775; conv., $765. '47 FL 2-dr., $650.
CHRYSLER—'47 Windsor conv., $715.
DeSOTO—'51 Custom club coupe, $1,510*, $1,685*. '50 Custom 4-dr., $1,395*.
DODGE—'50 Coronet conv., $1,000*. '49 Custom 4-dr., $830. '48 Custom 4-dr., $765. '47 Deluxe coupe, $590. '46 ½-ton pickup, $505.
FORD—'52 (8) ranch wagon, $2,375*; Custom (6) 2-dr., $1,685. '51 Deluxe (8) 2-dr., $1,310, $1,325; Victoria, $1,815*, $1,835*. '50 (8) ½-ton pickup, $995; Custom (8) 2-dr., $1,190, $1,260*; 4-dr., $1,160. '49 Custom (8) club coupe, $940; 2-dr., $990; conv., $990. '48 SD (8) 4-dr., $795; club coupe, $760; Deluxe (6) 4-dr., $550. '47 SD (8) conv., $720; SD (6) 2-dr., $385; 4-dr., $425.
FRAZER—'51 4-dr., $1,250*.
HUDSON—'51 Hornet 4-dr., $1,780. '48 Super (6) 4-dr., $705; club coupe, $625.
KAISER—'52 4-dr., $2,110. '51 Henry J 2-dr., $805*. $710. '50 Traveler, $610. '48 4-dr., $305.
LINCOLN—'49 conv., $690; 4-dr., $1,020.
MERCURY—'51 4-dr., $1,825. '50 4-dr., $1,455. '49 club coupe, $1,015. '47 4-dr., $650.
NASH—'50 Statesman 4-dr., $885. '49 Ambassador 4-dr., $850. '47 (600) club coupe, $500. '46 (600) 4-dr., $305.
OLDSMOBILE—'50 (88) Holiday, $2,010*; conv., $1,800*. '48 (66) 4-dr., $735. '46 (78) 2-dr., $625.
PACKARD—'51 4-dr., $1,570.
PLYMOUTH—'52 Cranbrook 4-dr., $1,745. '50 Deluxe club coupe, $1,075. '47 SD 4-dr., 2 at $535.
PONTIAC — '52 Chieftain (8) 2-dr., $2,010*; 4-dr., $1,935*. '50 Chieftain (8) 4-dr., $1,550*; Catalina, $1,945*. '49 SL (6) 4-dr., $890; Chieftain (8) 2-dr., $1,275, $1,190. '48 SL (6) 4-dr., $990.
STUDEBAKER—'51 Commander (8) Land Cruiser, $1,575*; Champion 4-dr., $1,245*, $1,190. '50 Champion conv., $1,080; 2-dr., $1,100; Land Cruiser 4-dr., $1,150. '48 Land Cruiser 4-dr., $740.
WILLYS—'49 Jeepster, $820. '48 Jeepster, $700.

DANVILLE, VA.

(Danville Auto Auction. Sale every Wednesday.)

(Prices generally steady. Sold 43 units out of 85 offerings.)

BUICK—'50 Special 4-dr., $1,010.
CADILLAC—'47 (62) 4-dr., $410*. '37 4-dr., $175. '31 4-dr., $40.
CHEVROLET—'52 SL Deluxe 4-dr., $1,450; FL Deluxe 2-dr., $1,560. '51 SL Deluxe 2-dr., $1,385, $1,300; SL Special 2-dr., $1,180; FL Deluxe 2-dr., $1,225. '50 SL Deluxe 4-dr., $1,035, $1,005; SL Special 2-dr., $970; FL Deluxe 2-dr., $955. '48 FM 4-dr., $400. '47 SM 4-dr., $545. '46 FM 2-dr., $535. '41 FM 2-dr., $290.
DODGE—'50 Coronet club coupe, $1,020*.
FORD—'52 Custom (8) 2-dr., $1,740*. '50 Custom (8) 2-dr., $1,050. '49 Deluxe (8) 2-dr., $850; Custom (8) 4-dr., $850, $710; 2-dr., $825. '47 SD (8) 2-dr., $650. '46 SD (8) 2-dr., $400.
KAISER—'51 4-dr., $880. '47 4-dr., $290.
LINCOLN—'49 2-dr., $625.
NASH—'51 Rambler conv., $730; station wagon, $880.
PLYMOUTH—'52 Cambridge 4-dr., $1,750.
PONTIAC—'52 Chieftain (8) 2-dr., $1,880*. '50 SL (8) 4-dr., $1,090*. '41 2-dr., $160.
STUDEBAKER—'51 Champion 2-dr., $875. '47 Champion 4-dr., $255.
WILLYS—'47 station wagon, $500.

FORT WAYNE, IND.

(Carl Marker's Auto Auction. Sale every Tuesday.)

(Market declining a little from week earlier. New '52 prices fair, but used '52s off 5 percent over a week ago. Sold 103 units out of 151 offerings.)

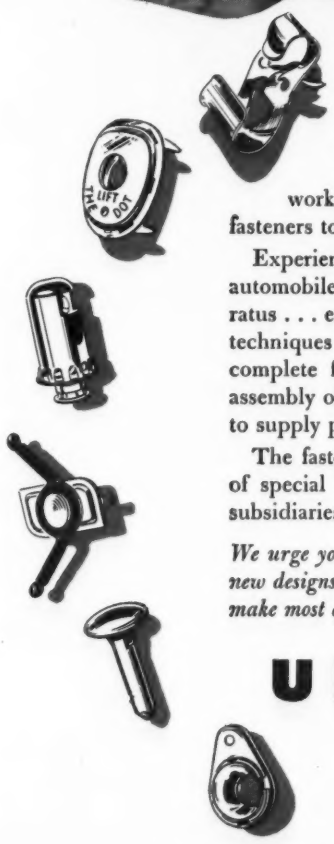
BUICK—'51 Super 4-dr., $1,655*. '50 Super conv., $1,245*. '49 RM 4-dr., $950, $1,000, $1,105; Super sedanet, $1,070.
CADILLAC—'51 (62) 4-dr., $2,950*. '48 (62) 4-dr., $1,545*.
CHEVROLET—'52 Bel-Air, $1,945. '51 FL Deluxe 2-dr., $1,275, $1,300, $1,380; 4-dr., $1,335. '50 FL Deluxe 2-dr., $1,075, $1,090, $1,055, $1,160. '49 FL Deluxe 2-dr., $880, $850. '48 FM 4-dr., $715. '47 FM 2-dr., $630; club coupe, $640.
CHRYSLER—'51 NY 4-dr., $1,700*, $1,775*.
DeSOTO—'49 Custom 4-dr., $1,100*.
DODGE—'50 Coronet club coupe, $1,205*; 4-dr., $1,205*. '49 Meadowbrook 4-dr., $810. '47 Custom 2-dr., $650.
FORD—'52 Custom (8) 2-dr., $1,775; Mainline (8) 4-dr., $1,565. '51 Custom (8) 2-dr., $1,325; Crestline, $2,000. '50 Custom (8) 2-dr., $990. '49 Custom (8) 2-dr., $875. '48 SD (8) 2-dr., $670. '46 SD (8) 2-dr., $595.
HUDSON—'49 Super (6) club coupe, $900.
KAISER—'51 Henry J (6), $800; 4-dr., $1,100. '48 4-dr., $305.
LINCOLN—'52 Capri 4-dr., $2,900*.
MERCURY—'52 Monterey, $2,385; 4-dr., $2,425. '51 club coupe, $1,600. '50 4-dr., $1,215. '47 4-dr., $595.
NASH—'51 Rambler station wagon, $1,025. '49 Ambassador 2-dr., $705. '48 Ambassador 4-dr., $400. '46 (600) 4-dr., $390.
OLDSMOBILE—'50 (88) club coupe, $1,425* '49 (76) 4-dr., $1,080. '48 (76) 4-dr., $730; (66) sedanet, $720.
PACKARD—'51 4-dr., $1,675*. '49 4-dr., $850.
PLYMOUTH—'52 Savoy, $1,805. '51 Concord 2-dr., $1,100. '49 SD 4-dr., $720; 2-dr., $885. '47 SD 2-dr., $680. '46 SD 4-dr., $405.
PONTIAC—'52 (8) Catalina, $2,475*. '51 (8) Catalina, $1,880*. '50 Chieftain (8) 4-dr., $1,255. '49 Chieftain (8) 4-dr., $1,145; club coupe, $1,190. '48 SL (8) club coupe, $850.
STUDEBAKER—'51 Commander club coupe, $1,160. '50 Champion 4-dr., $935. '48 Commander 4-dr., $600.
WILLYS—'47 Jeep station wagon, $405.

DENVER

(Denver Auto Auction. Sale every Tuesday.)

(Prices down slightly on all models. Percentage of sales was down because of below-zero weather and snow. Sold 131 units out of 310 offerings.)

BUICK—'52 Super Riviera sedan, $2,660*. '51 Super Riviera sedan, $1,540*, $1,965*. '50 Super Riviera sedan, $1,650; Special sedan, $920*, $1,050*, $1,110*, $1,125*. '48 RM sedan, $590*, $700*.
CADILLAC — '52 Coupe deVille, $4,600*; (62) sedan, $4,270*, $4,320*. '51 (62) sedan, $3,220*. '50 (62) sedan, $2,600*, $2,725*. '49 (62) sedan, $1,730*. '48 (61) sedan, $1,485*. '47 (62) sedan, $700*.
CHEVROLET—'52 Bel-Air, $1,975, $2,115*; SL Deluxe sedan, $1,495; ½-ton pickup, $1,380, $1,420, $1,425. '51 Bel-Air, $1,750*; SL Deluxe sedan, $1,195, $1,200, $1,350; ½-ton pickup, $955, $1,000. '50 Bel-Air, $1,455; FL Deluxe sedan, $1,085. '49 SL Deluxe sedan, $790, $830, $910. '48 FL aerosedan, $780. '47 FL aerosedan, $525, $650, $660, $760. '46 SM sedan, $410, $535.
CHRYSLER—'52 Saratoga sedan, $2,395*; Windsor sedan, $1,975*. '51 NY sedan, $1,700*, $1,725*. '50 NY sedan, $1,495*, $1,580*. '49 Royal sedan, $985*. '48 NY sedan, $660*.
DeSOTO—'51 Custom sedan, $1,400*.
DODGE—'53 Coronet Diplomat, $2,625*; Meadowbrook Suburban, $2,330*. '49 Meadowbrook sedan, $880*.
FORD—'52 Country Squire, $2,475*; Victoria, $2,240, $2,250, $2,300*, $2,380*; Custom (8) sedan, $1,770, $1,895*, $1,950*, $2,110*; Mainline (8) sedan, $1,570, $1,765*. '51 Victoria, $1,295*, $1,690*; ¾-ton pickup, $1,250; Deluxe (8) sedan, $1,105. '50 Custom (8) sedan, $950, $1,220*, $1,355*. '48 SD (8) sedan, $415, $590. '47 SD (8) sedan, $615.
HUDSON — '49 Commodore (8) sedan, $770*.
KAISER—'51 sedan, $950, $1,200; Henry J (4) sedan, $680.
LINCOLN—'49 sedan, $865*.
MERCURY—'52 sedan, 2 at $2,200*. '51 sedan, $1,555*, $1,590*. '50 sedan, $1,245*, $1,310*. '49 sedan, $1,015*, $1,095*. '46 sedan, $465.
NASH—'51 Rambler conv., $1,080*; Statesman sedan, $810. '46 (600) sedan, $195.
OLDSMOBILE—'52 Super (88) sedan, $2,615*, $2,675*. '51 (98) Holiday, $2,300*; (88) sedan, $1,685*, $1,790*, $1,795*, $1,800*, $1,900*, $1,930*, $1,975*. '50 (88) sedan, $1,225, $1,510*, $1,525*, $1,665*. '49 (76) sedan, $805, $840. '48 (98) sedan, $955*.
PLYMOUTH—'53 Cranbrook sedan, $2,295*. '51 Cambridge sedan, $1,175. '48 SD sedan, $565. '47 SD sedan, $405.
PONTIAC—'52 Catalina, $2,520*; Chieftain (8) sedan, $1,750*, $2,000, $2,160*, $2,345*. '51 Chieftain (8) sedan, $1,470*. '50 Chieftain (8) sedan, $1,400*. '49 Chieftain (8) sedan, $695, $750. '47 SL (6) sedan, $450.
STUDEBAKER—'51 Commander (8) sedan, $1,275*. '50 Champion sedan, $1,010*.
WILLYS—'53 ½-ton pickup, $1,750, $1,850; Jeep, $1,460, $1,475. '51 station wagon, $1,250.



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MAKERS OF DOT FASTENERS

UNITED-CARR FASTENER CORPORATION, CAMBRIDGE 42, MASSACHUSETTS

Total Passenger Cars in Oper

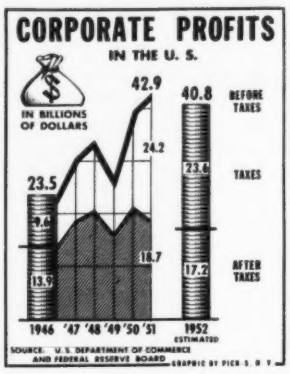
As of July

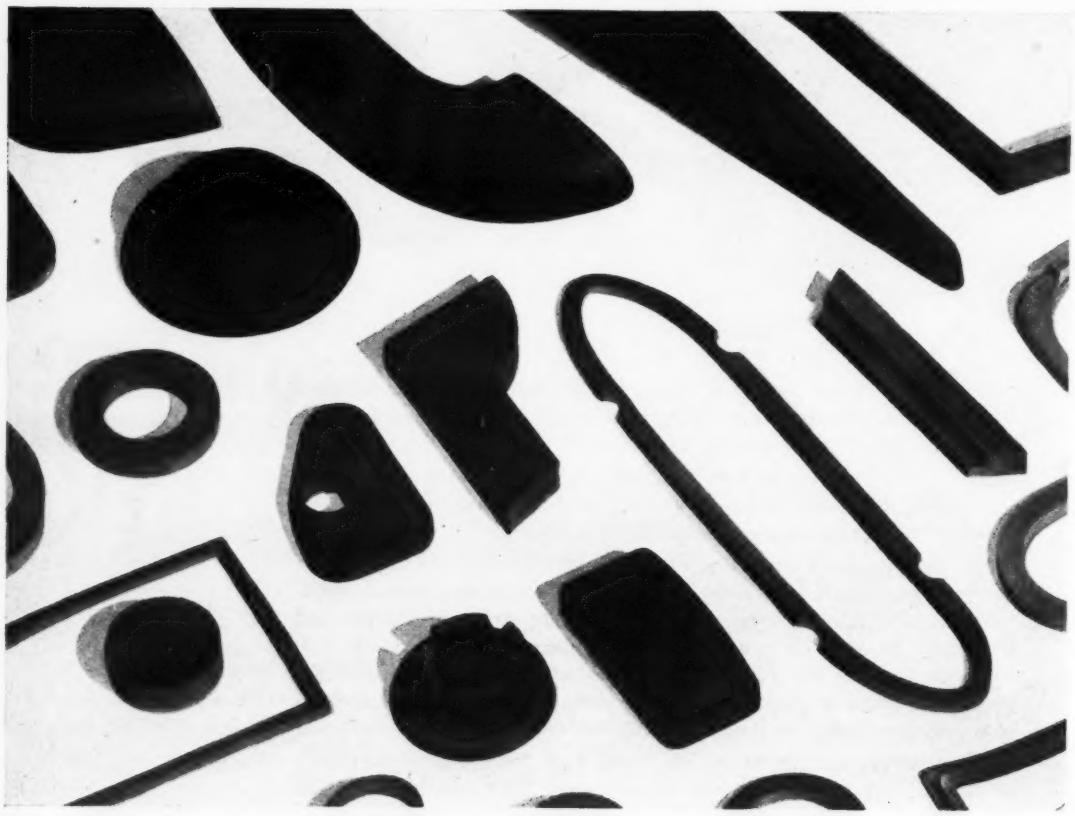
	Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
July 1, Total	516560	215914	299859	3956567	433624	610654	94642	178114	848908	712660	187367	2377606	1174140	831472	639327	571829	535374	204741	531099	1156219	2040966	944022	317343	987009	160872
'52	22699	7204	11152	161861	18468	21096	4485	12946	32594	35670	8681	142514	57128	34596	24395	22397	25235	10182	38857	52322	138675	39139	15041	43459	9021
'51	69080	25438	41837	425468	49910	74440	16669	30423	120830	102219	25161	373161	162018	106184	83357	67281	74740	23825	95643	141681	355377	121265	45746	121670	24261
'50	80534	30788	47076	532213	63675	81739	18824	34354	141796	111495	28055	415698	185275	126077	95402	77510	91012	26174	103466	164249	362559	141560	50459	154244	26369
'49	62122	25683	36510	436809	52623	67118	12016	26760	112912	84885	24324	335129	152242	108973	79696	66094	74737	22359	71314	134816	268985	110530	38332	122606	21904
'48	36991	14955	21233	266306	29814	42266	7017	15691	62033	48925	13031	194544	91527	60579	46152	39766	42079	14394	46906	86149	152069	63567	23336	70754	11811
'47	37145	15585	20428	278437	32627	43285	7011	14844	64646	49881	13865	184968	91297	58506	46794	41010	39407	14899	36442	87925	152252	61834	22010	68719	11650
'46	28817	10610	15884	171958	21605	29398	4269	8579	43209	39295	8631	116438	55859	37743	29959	29539	28090	10241	18290	58759	93693	42603	17723	46412	7486
'45-'42	14966	6346	8244	95748	10764	13661	2305	2902	21580	18776	4661	45170	25789	17676	14437	15407	14432	4890	5123	25555	38596	20478	9015	21170	3453
'41	53721	21106	28156	394867	39977	57825	5835	11328	76226	66180	16235	167907	100492	67043	56217	56492	45575	18593	28601	109852	147793	77249	29337	84448	12523
'40	35555	14268	19652	275690	28724	44257	4062	7023	52724	49849	11682	122947	72609	51448	37990	41365	29793	14865	24500	82608	100361	59178	19855	66421	8845
'39	23447	9772	13511	191865	20208	32513	2997	4173	33325	30679	7633	78421	43068	39978	27345	29117	19841	10707	16441	61925	60496	44224	13228	46723	5715
'38	9838	5975	6803	122956	11742	19545	1847	2166	17741	12427	4700	42784	26052	25220	18079	16375	10648	6690	9781	33719	26516	31913	6253	28433	3289
'37	15363	10067	9629	193795	19865	35529	2904	2767	25722	18534	7696	67047	45668	33738	27229	26959	12040	10146	13209	55975	59293	45953	8483	39806	5373
'36	10461	6844	7116	152161	14209	21351	1828	1527	16996	14132	5490	38029	28291	22354	18298	16388	8519	6858	8815	31966	32780	30197	6421	27303	4133
'35	4016	3001	2989	80927	5495	8764	825	691	6401	5943	2348	13927	12826	10659	8593	7154	3278	2838	4296	11323	11429	14344	2801	12100	1723
'34	2195	1761	1578	35094	2906	4728	424	293	3792	3889	1111	5693	4808	4184	4222	3507	2183	1695	1523	5811	5205	5501	1700	6295	793
Prior to '34	8774	5275	7343	131633	10496	12543	1047	757	10594	13716	3636	27573	18025	25654	20248	14239	8777	5189	5268	10382	24162	33348	6155	25072	2397
Year Not Given	836	1236	718	8779	516	596	277	890	5787	6165	427	5656	1166	860	914	1229	4988	196	2624	1202	10725	1139	1448	1374	126

Truck Sales Trend by Weight Groups

(Jan. 1, 1948 — Dec. 31, 1952)

	1948 Sales	Pct. of 1948 Sales	1949 Sales	Pct. of 1949 Sales	1950 Sales	Pct. of 1950 Sales	1951 Sales	Pct. of 1951 Sales	1952 Sales	Pct. of 1952 Sales	Sales Jan. 1, 1948–Dec. 31, 1952	Pct. of Sales Since 1948
Light Trucks	602,739	58.23	668,600	69.50	789,036	69.07	661,899	65.94	507,007	62.50	3,229,290	65.20
Medium Trucks	379,320	36.64	256,022	26.62	291,493	25.52	277,068	27.60	245,979	30.30	1,449,882	29.30
Heavy Trucks	53,115	5.13	37,330	3.88	61,778	5.41	64,883	6.46	58,821	7.20	275,927	5.50
TOTALS	1,035,174	100.00	961,961	100.00	1,142,307	100.00	1,003,850	100.00	811,807	100.00	4,955,099	100.00





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RUBBER COMPANY
BOSTON 29, MASSACHUSETTS

ation, States by Model Years

1, 1952

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
July 1, Total	434317	58840	132215	1387288	171964	3212103	839726	178139	2392146	602163	516719	2561908	230133	471284	202160	624786	2080411	203908	87269	696478	724748	377176	960624	96348	39769741
'52	19095	3003	5060	65425	8499	154497	33953	6828	101207	24194	20778	128223	8928	17288	8510	18433	93967	8868	4235	33240	13434	12129	46949	4514	1831074
'51	54244	7854	14353	193701	24406	449978	110718	25138	334290	70691	63977	377632	27279	58203	26145	80912	310112	24984	10926	92329	81507	30419	126787	13100	5387369
'50	61507	8730	17854	212071	29056	509585	130455	26086	379112	91620	69052	411935	32003	65942	29323	96980	378590	30355	11389	110443	99399	52994	141370	15574	6202028
'49	49838	6805	14894	172082	23454	410652	104630	23442	316179	67412	56978	323791	26106	54837	25723	77122	278802	26026	10111	89001	86025	46583	115392	13175	4968539
'48	30364	4184	9876	105727	12697	249889	56023	13542	185597	46415	35814	191975	15307	29428	15633	47102	157750	14807	6144	58816	51045	28275	67639	7279	2943223
'47	31945	4096	9486	107521	13526	249555	62806	13302	189200	44106	36650	191522	16202	32599	15960	45922	159264	15068	6264	56557	52969	30270	65153	7108	2952518
'46	20739	2613	6295	69368	8766	158825	46607	9128	122119	29738	23973	123809	11305	25495	10602	33551	110354	9519	4275	36764	35081	20937	42856	4587	1942396
'45-'42	9766	1560	2804	28393	4797	61570	20970	4345	53228	14293	14302	48079	5292	11782	4337	17799	55651	5707	1731	11451	21173	9676	19356	2316	891522
'41	36375	5352	11659	117795	14956	255402	82752	14657	209838	55808	51979	206573	22438	49074	16337	64469	176828	19511	7357	58772	78175	37598	81266	7485	3456034
'40	26521	3613	9676	90268	9333	195823	58555	9779	148783	41584	34647	156049	17433	36899	11661	42710	115641	14053	6236	44642	50837	28458	60509	5543	2495524
'39	20429	2371	7336	62784	6145	140748	39103	6412	90105	29825	23359	103368	13949	23806	8769	28448	69499	8973	4332	29506	34387	19450	42799	3892	1687147
'38	12889	1440	4212	38448	3352	87174	19059	4416	44923	18545	14553	59760	7029	10824	5365	13846	39387	5066	2834	16187	20530	10686	28882	2075	972974
'37	17731	2443	6867	56583	4651	127377	26853	5647	92831	23011	26845	107912	12238	16301	7423	20204	45835	8440	4136	21800	39544	19746	49958	3364	1540530
'36	13793	1724	4567	30324	3188	76193	16845	3806	53941	17021	18908	58799	7088	12674	5154	13574	31579	5583	2861	14404	25946	13129	29769	2441	995778
'35	6497	839	2030	11410	1331	28529	8283	2555	20216	8463	7383	22296	2770	5930	2577	5572	13742	2260	1244	7631	10526	5090	13552	1082	430499
'34	2962	437	1186	5868	645	14574	4667	1074	10251	3794	3654	12339	1375	3606	999	2879	7281	1008	626	3198	5074	2763	5527	548	207226
Prior to '34	18564	1694	3582	17371	2726	38779	16934	7793	33692	14562	12910	33191	3119	15986	6788	10814	29283	3052	2545	10853	17694	8904	21474	2161	766774
Year Not Given	1058	82	478	2149	436	2953	513	189	6634	1081	957	4655	272	610	854	4449	6846	628	23	884	1402	69	1386	104	98586

Total Trucks in Operation, Makes by Year Models

(As of July 1, 1952)

	July 1 Total	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939	1938	1937	1936	1935	1934	Prior to 1934	Yr. Not Given
Autocar	25987	723	1956	1785	1399	2379	3836	3934	1868	912	160	728	1754	973	862	535	672	411	201	209	549	141
Brockway	23503	851	2172	2244	1409	2509	3433	3035	1611	812	59	210	1382	848	750	486	530	463	186	108	314	91
Chevrolet	2670111	105996	354275	383163	320773	287296	193536	236147	28628	12900	2264	73729	154669	117181	84748	56842	85924	63620	31190	22623	41112	13495
Crosley	5379	262	522	415	406	1863	1461	58	32	22	3	64	53	35	30	13	14	12	4	10	20	80
Diamond-T	61587	2085	4285	5005	4414	9492	9112	4305	2579	1125	203	1084	3534	2895	2160	1655	2428	1972	1045	733	1118	358
Divco	38623	1363	3816	4260	3533	5624	5747	4177	1736	284	108	664	2485	1541	1301	900	267	258	103	38	128	290
Dodge	942216	56432	91224	106605	108284	107146	111672	100870	17994	6276	1898	29808	57536	35816	29259	16338	25559	28371	12255	6616	6907	5350
Federal	20380	395	1101	1109	951	2970	4295	3010	1323	583	284	575	700	585	412	269	415	429	236	217	383	138
Ford	2173683	71818	251466	305710	194109	217551	161359	152851	37653	14794	7395	58736	127654	89832	63087	44232	72902	67752	49145	31773	138775	15089
F. W. D.	5286	142	402	272	270	501	1055	691	298	104	33	144	221	119	131	122	176	170	112	40	196	87
G. M. C.	580656	41875	89172	101973	69510	71614	44566	23139	10182	4819	2192	17699	30249	20977	14144	7725	15880	6849	1456	857	2073	3706
Hudson	6922	—	—	—	—	—	—	—	—	—	—	—	653	462	242	198	394	209	77	40	396	4251
International	920136	45147	95521	86549	96396	115028	107831	77167	23654	12033	3079	22313	62716	43117	32336	25666	24697	19505	10414	3946	7568	5453
Kenworth	5243	347	747	703	378	478	531	434	361	130	39	97	228	185	100	70	70	72	59	43	117	54
Mack	82171	3354	9500	8885	6089	8086	10982	3701	3836	2238	348	2002	6126	4142	3125	1839	1808	1131	486	467	3395	631
Plymouth	41764	—	—	—	—	—	—	—	—	—	—	383	7578	7309	6153	3912	7541	2176	1331	910	1706	2765
Pontiac	6303	450	1589	1791	1502	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	971
Reo	46946	1754	3222	3021	3232	9850	8367	7186	1979	380	150	944	986	234	322	926	974	562	558	371	1603	325
Sterling	4277	99	322	375	233	363	507	478	310	188	31	167	225	202	135	82	115	111	48	17	247	22
Studebaker	270322	15312	33565	38140	73391	27778	37461	23795	2742	1401	596	1857	4696	1219	1339	896	2142	758	362	241	1133	1498
White	93504	5219	11780	11496	7034	10256	11907	8439	5356	2441	837	2421	5176	2130	1522	1218	1782	1396	510	464	1478	642
Willys-Overland	250974	8537	28399	26695	30784	62837	35328	31289	3645	1672	2715	6156	2881	2382	901	1161	1569	589	351	93	790	2200
Miscellaneous	123882	4539	10704	12885	10987	10328	8994	6940	2393	1198	643	2343	4416	3799	2568	2051	3851	2943	1542	1019	11355	18384
TOTALS	8419855	366700	995740	1103081	935084	953949	761980	691646	148180	64312	23037	222124	475918	335983	245627	167136	249710	199759	111671	70835	221363	76020

Who's Who Listings Indexed by Products

Designed as a time-saver for readers, the following Product Index was compiled solely from the "Who's Who" lists supplied by manufacturers. It is not presented as a complete product listing of all manufacturers, and any errors or omissions will be corrected in later issues of the Almanac.

ACCESSORIES ***(Including Service Accessory Items)***

A. C. Spark Plug Div. 167
Abcone Die Casting Co. 167
Acme Rubber Mfg. Co. 167
Acme Specialty Co., The 167
Admiral Products Co. 167
Adronics, Inc. 167
Air Lift Co. 167
Air-Maze Corp. 167
Allen Products Corp. 168
Alton Auto Products 168
American Automatic Devices Co. 168
American Chain Div. 168
American Muffler Co. 169
American Octanator Corp. 169
Anchor Post Products 169
Anderson Co., The 169
Appleton Electric Co. 170
Aro Top Sales Co. 170
Arrow Safety Device Co. 170
Arvin Industries, Inc. 170
Atlas International Co. 171
Atom-Otive Mfg. Co. 171
Auto Products Mfg. Co. 171
Auto Ventshade Co. 171
Automatic Radio Mfg. Co., Inc. 171
Automotive Safety Device Co. 172
Automotive & Marine Products Corp. 172
Autoparts Mfg. Co. 172
Autotray Co., Inc. 172
Babaco Alarm Systems, Inc. 172
Beacon Corp, The 173
Bendix Radio Communications Div. 174
Bendix Westinghouse Air Brake Co. 174
Benmatt Organization, Inc. 174
Bertley Co., Inc. 174
Bishop & Babcock Mfg. Co. 174
Borg Products Div. 175
Brach Mfg. Corp. 175
Brewster Mfg. Co. 175
Briggs Filtration 175
Brown-Lipe-Chapin Div. 176
Budd Barr Industries 176
Buell Mfg. 176
Cainevar Co. 177
Campbell Chain Co. 178
Campbell Co., Inc., A. S. 178
Car-Bar Co. 178
Casco Products Corp. 178
Cello Products Co. 180
Central Motor Co. 180
Chapman Mfg. Co. 180
Charm Products Mfg. Corp. 180
Cleveland Chain & Mfg. Co. 182
Coachcraft, Ltd. 182
Columbus McKinnon Chain Corp. 183
Compco Corp. 183
Consumers Specialty Mfg. Co. 183
Contempo Luggage Co. 183
Crawford Mfg. Co., Inc. 183
Crest Mfg. Co. 184
Crown Luggage Co. 184
Crump Co., Inc., B. T. 184
Cuno Engineering Corp. 184
Damar Products, Inc. 184
Darubu, Ltd. 184
Defiance Mfg. 184
Delco Radio Div., G.M.C. 184
Del Krome Corp. 184
Delman Co. 184
Delman Mfg. Co. 184
Deluxe Products Corp. 185
Dieterich Products Corp. 185
Dietz Co., R. E. 185
Dinsmore Instrument Co. 185
Doan Mfg. 186
Do-Ray Lamp Co., Inc. 186
Douglas Co., The 186
E. A. Laboratories, Inc. 187
Eaton Mfg. Co. 187
Edro Corp., The 190
Elkhart Welding & Boiler Works 190
Erie Mfg. Div., Pressed Steel Car Co., Inc. 190
Excel Corp. 191
Excello Accessories Manufacturers 191
Fabric Mfg. Co., Inc. 191
Fedders-Quigan Corp. 191
Fielder, P. E., Mfg. Co. 192
Filtors, Inc. 192
Filtorzone Auto Vision Co. 192
Firman Leather Goods Corp. 192
Five Star Mfg. Co. 192
Fluid Heat Automotive Div. 192
Fram Corporation 193
Fraser Products Co. 193
Friez Instrument Div. 193
Fry-Duluth, Inc. 194
Fry Products, Inc. 194
Fulton Co., The 194
Gantner Industries, Inc. 194
Gem Mfg. Co. 194
General Electric Co. 194
Gits Moulding Corp. 195
Glass Laboratories, Inc. 195
Glostex Products, Inc. 195
Greenfield Co. 196
Griffin Lamp Co. 196
Groboski Industries 196
Grote Mfg. Co., Inc. 196
Grover Products Co. 196
Guide Lamp Div., G.M.C. 196
Hadley Mfg. Co. 196
Hall Products, Inc. 196
Hambro Trading Co. of Am. Inc. 196
Hassell, Mfg. & Distributing Co., Denton 197
Hastings Mfg. Co. 197
Helm Accessories, Inc. 197
Helms Industrial Development Co. 197
Hinson Mfg. Co. 198
Hobbs Corp., John W. 198
Houdaille-Hershey Corp. 198
Hudson Lamp Co. 198
Hull Mfg. Co. 198
Hydra Prod. Co. 198
Hyman, S. E., Co. 199
Industrial Reproductions Inc. 199
Inland Mfg. Div. 199
Insuline Corp. of America 199
Internation Mfg. Co. 200
Jay Electric Co. 200
Joma Mfg. Co., Inc. 200
K-D Lamp Co. 200
Kilborn-Sauer Co. 201
Kitson, Inc., Arthur H. 201
Knight Co., Geo. 201
Knight-Morley Corp. 201
Kopp Glass, Inc. 201
Lumidor Mfg. Co., Inc. 203
Lyon, Inc. 203
Malden Auto Top Co., Inc. 204
Martin Bros., Inc. 204
Mats, Unlimited 205
McCreight Products, A. N. 205
McKay Company 205
Melaire Distributing Co. 205
Micron Machine Corp. 205
Midwest General Corp. 206
Miller Mfg. Co. 206
Mocar Products 206
Modern Accessories Co. 206
Monarch Governor Co. 206
Monroe Standard, Inc. 206
Motorola, Inc. 207
Namsco, Inc. 207
Nash Brothers 207
National Carbon Div. 208
Newark Auto Top & Body Co. 208
Newhouse Automotive Industries 208
Norlipp Co. 209
Oakman Mfg. Co. 209
Oil-Eye Corp. of America 209
P-J Industries 210
Parker Products, Inc. 210
Peckat, Charles Mfg. Co. 211
Peerless Novelty Co. 211
Pennsylvania Refining Co. 211
Peters & Russell, Inc. 211
Phoenix Auto Products Co. 211
Pres-A-Lite Corp. 212
Purolator Products, Inc. 213
Ranco, Inc. 213
Rankin Mfg. Co. 213
Rector International Corp. 213
Revere Copper & Brass, Inc. 214
Robbins Co., Jim 214
Roberk Co. 214
Rodman Mfg. Co., Inc. 215
Rop-Loc Products Co. 215
S & M Lamp Co. 216
S-W-W, Inc. 216
Safetee Glass Company 216
Safety Devices Co. 216
Santay Corp. 216
S. Co. T., Inc. 216
Schlengel Mfg. Co. 216
Scully Signal Co. 217
Sellwell Industries, Inc. 217
Shaw, Joseph, Co. 217
Signa-Craft Corp. 217
Signal-Stat Corp. 217
Silver Vogue Auto Seat Cover Co. 217
Sleatex Co., Inc. 217
Snyder Mfg. Co. 218
So. Calif. Plating Co. 218
South Bend Wood Parts 218
Sparton Automotive Div. 218
Speaker Corp., J. W. 218
Standard Die Cast Co. 218
Standard Pressed Steel 219
Standard Thomson Corp. 219
Stemac Co. 219
Stevens Mfg. Co. 219
Stewart-Warner Corp. 219
Stylecraft Specialties Co. 220
Sun Electric Corp. 220
Supersite Corp. 220
Swanney, McDonald & Williams 220
Texalent Corp. 220
Triangle Jack, Inc., The 222
Trico Products Corp. 222
Trippe Mfg. Co. 222
Tung-Sol Electric Co. 222
Unity-Mfg. Co. 223
United Distillers of America 223
United Specialties Co. 223
Van Auken, Inc. 224
Van Dyke Specialties Co. 224
Visilite Corp. 224
Vision-Visor Corp. 224
Vokar Corp. 224
Voltz Bros., Inc. 224
Walker Mfg. Co. of Wisconsin 224
Ward Products Corp. 225
Westclox Div. 226
Whitehead Stamping Co. 226
White Automotive Products 226
Wico Electric Co. 226
Wiggler Co. 226
Wilson Co., The 227
Wix Corp. 227
Woodworth Specialties Corp. 227
Wooster Rubber Co. 227
Worman Co., Inc., Laurel Co. 227
Yankee Metal Products Corp. 228
Zaiger Corp., The 228
Zink Corp., Howard 228

Service Accessories

Amplex Engineering Co., Inc. 169
Bean Div., John 173
Bear Mfg. 173
Flower City Specialty Co. 192
Kirspel Industries, Inc. 201
Perfect Equipment Corp. 211
Production Die & Stamping Co. 212
Schrader's Sons Div. 216
Speaker Corp., J. W. 218
Wheel Weights, Inc. 226

APPEARANCE CONDITIONING MATERIALS ***(Waxes, Polishes, Reconditioning Materials, etc.)***

Alsol Products Co. 168
Arndt Palmer Laboratories 170
Atomix, Inc. 171
Bostwick Laboratories, Inc. 175
Boyle-Midway, Inc. 175
Cannon Chemical Co., Inc. 178
Cellusuede Products, Inc. 180
Clinton Spray Wax Corp. 182
Colorglo Products, Inc. 183
Ditzler Color Div. 186
Dolphin Paint & Varnish Co. 186
DuPont DeNemours & Co., E. I. Finishes Div. 187
Freeman and Freeman, Inc. 193
H.D.T. Company Factors, Inc. 196
Henderize, Inc. 197
Hollingshead Corp., R. M. 198
Industrial Tape Corp. 199
Johnson, S. C. & Son, Inc. 200
Kar Glamor, Inc. 200
Krylon, Inc. 201
Lacquerwax Co. 202
Lincoln-Electric 202
Liquid Glaze, Inc. 203
Lyk Nu Co., Inc. 203
Lustur-Seal Corp. 203
Mac's Super Gloss Co. 204
McAleer Mfg. Co. 205
Minnesota Mining & Mfg. Co. 206
Mirror Bright Polish 206
New England Products, Inc. 208
Pall Mall Mfg. Co. 210
Park Chemical Co. 210
Pioneer Chemical & Mfg. Co. 211
Simoniz Co. 217
Stanley Co., Inc., John T. 219
Topps-All Products 221
W & W Chemical Co. 224
Warehouse Distributing Co. 225
Waxed Silicone Products, Inc. 225
"X" Laboratories, Inc. 228

BATTERIES AND BATTERY ACCESSORIES

Auto-Lite Battery Corp. 171
Belden Mfg. Co. 173
Bowers Battery & Spark Plug Co. 175
Bright Star Battery Co. 176
Burgess Battery Co. 176
Edison, Thomas A., Inc. 190

(Continued on Page 242)

Products Index to Who's Who

(Continued from Page 241)

Electric Auto-Lite Co. ... 190
Electric Storage Battery Co. ... 190
Globe Union, Inc. ... 195
Industrial Research, Inc. ... 199
Laher Spring & Tire Corp. ... 202
Pennsylvania Rubber Co. ... 211
Perrine Quality Products ... 211
Pioneers, Inc. ... 211
Prest-O-Lite Battery Co., Inc. ... 212
Price Battery Corp. ... 212
Reading Batteries, Inc. ... 213
United Motors Service ... 223
Willard Storage Battery Co. ... 226
Whitaker Cable Corp. ... 226

BUILDING MATERIALS

Airtemp Div., Chrysler Corp. ... 167
Armstrong Cork Co. ... 170
Carew Steel Products Corp. ... 178
Detroit Steel Products Co. ... 185
Dillon Electric Co. ... 185
Fremont Rubber Co. ... 193
Insul-Mastic Corp. of America ... 199
Jackson & Church ... 200
Jennison Wright Corp. ... 200
Kawneer Co., The ... 200
Killark Electric Mfg. ... 201
Libbey-Owens-Ford Glass Co. ... 202
Maguire Co., Inc., Walter ... 204
Overhead Heaters, Inc. ... 210
Pioneer Chemical & Mfg. Co. ... 211
Pittsburgh Steel Products ... 211

CHEMICALS

American Sand-Banum Co. ... 169
Case Hardening Service Co. ... 178
Char Products Co. ... 180
Climax Molyodenum Co. ... 182
Commercial Solvents Corp. ... 183
Cristy Chemical Corp. ... 184
Detrex Corp. ... 185
Dow Corning Corp. ... 186
DuPont de Nemours & Co., E. I., Inc. ... 187
Durez Plastics & Chemicals, Inc. ... 187
Electro-Chemical Products Corp. ... 190
Ethyl Corp. ... 191
Hock Paint & Chemical Works ... 198
Hollingshead Corp., R. M. ... 198
Lustre Products Corp. ... 203
Monsanto Chemical Co., Plastics Div. ... 206
Park Chemical Co. ... 210
Permatex Co., Inc. ... 211
Publicker Industries, Inc. ... 212
Scherer Corp., R. P. ... 216
Sherwin-Williams Co. ... 217
Skinner Purifiers Div. ... 217
Tumbler, J. A. Laboritories, Inc. ... 222
United Distillers of America, Inc. ... 223
U. S. Chemical & Supply Co. ... 222
U. S. Ind. Chemicals, Inc. ... 222

COMMERCIAL TRAILERS AND SPECIAL EQUIPMENT

Atlas Body Corporation ... 171
Austin Trailer Equipment Co. ... 171
Brown Equipment & Mfg. Co. ... 176
Brown Trailers, Inc. ... 176
Dorsey Trailers, Inc. ... 186
Edwards Iron Works, Inc. ... 190
Four Wheel Drive Auto Co. ... 193
Franklin Body & Equip. Corp. ... 193
Fruehauf Trailer Co. ... 193
Gramm Trailer Corp. ... 195
Highway Trailer Co. ... 198
Kingham Trailer Co., Inc. ... 201
Kit Mfg. Company ... 201
Liggett Spring & Axle Co. ... 202
McCabe-Powers Auto Body Co. ... 205
Morrison Steel Products, Inc. ... 206
Marysville Body Works ... 206
Shuler Axle Co., Inc. ... 217
Spencer-Safford Loadcraft, Inc. ... 218
Standard Forge & Axle Co., Inc. ... 218
Steel Products Co., Inc. ... 219
Strick Company ... 219
Trailmobile Company ... 222
Truck Equipment Co., Inc. ... 222
Truckstell Mfg. Co. ... 222
U. S. Thermo Control Co. ... 222
Velvac, Inc. ... 224
Warner Electric Brake & Clutch Co. ... 225
Williamsen Body & Equipment Co. ... 227

DEALER PROMOTIONAL MATERIAL AND SERVICES

Allied Plan of Service Merchandising ... 168
Automotive Inventory Service ... 172
Avis Rent-A-Car System ... 172
Brunner's, Inc. ... 176
Carlife Guaranty, The ... 178
Carter and Galantin, Inc. ... 178
Chek-Chart Corp. ... 180
Chicago Show Printing Co. ... 180
Chisholm Systems ... 180
Comfort Specialty Co. ... 183
Consolite Corp. ... 183
Customer Control, Inc. ... 184
Dealer Service Co., Inc. ... 184
Dealers Supply Co. ... 184
Flexon Products Corp. ... 192
Gardner Displays Co. ... 194
Graphic Systems ... 195
Heller Co., W. C. ... 197
Imperial Industries, Inc. ... 199
Jet Mfg. Co. ... 200
LaFontaine—Detroit ... 202
LaFrance Precision Casting Co. ... 202
Lauder Co. ... 202
Leister Game Co. ... 202
Litho-Paint Poster Co. ... 203
Macton Machinery Co., Inc. ... 204
McFarland Awning ... 205
Maritz Enterprizes, Lloyd ... 204
Metal Arts Co., Inc. ... 205
Modern Displays ... 206
Modern Selling Methods, Inc. ... 206
Mold Craft, Inc. ... 206
National Advertising Co. ... 207
Neon Products, Inc. ... 208
Palm Fechtelar & Co. ... 210
Plastikon Display Signs ... 211
Polk & Co., R. L. ... 212
Rak Makers ... 213
Remington Rand Inc. ... 213
Reynolds & Reynolds Co. ... 214
Rueby Process ... 215
Russell Associates ... 215
Shaw and Slavsky, Inc. ... 217
Shurly, E. R. Co. ... 217
Sovereign Plan, Inc., The ... 218
Stephens-Peck, Inc. ... 219
Stokes Tax Control, Inc. ... 219
Talbot's Automobile Inventory Service ... 220
Truck Index, Inc. ... 222
Walker & Co. ... 224
Whiteway Mfg. Co. ... 226
Willmark Research Corp. ... 227
Wolf Co., John E. ... 227

ENGINES AND MOTORS *(Including Internal Combustion, Diesel, Electric)*

Aircooled Motors, Inc. ... 167
Automotive Rebuilding Co. ... 172
Buda Company ... 176
Consolidated Diesel Electric Corp. ... 183
Continental Motors Corp. ... 183
Delco-Remy Div. ... 184
General Armature & Mfg. Co. ... 194
General Motors Corp. ... 194
Gladden Products ... 195
Hercules Motors Corp. ... 198
Jack & Heintz, Inc. ... 200
Leece-Neville Co. ... 202
Marine & Ind. Engine Div., Chrysler Corp. ... 204
McCulloch Motors Corp. ... 205
Pesco Products Div. ... 211
Redmond Co., Inc. ... 213
Scintilla Magneto Div. ... 216
Sheppard Co., Inc., R. H. ... 217
Waukesha Motor Company ... 225

FINANCE AND INSURANCE

American Installment Credit Corp. ... 169
American Plan Corp. ... 169
Associates Investment Co. ... 171
Commercial Credit Company ... 183
Fidelity Insurance Co. of Tenn. ... 192
G. M. Acceptance Corp. ... 194
Mid-Continent Casualty Co. ... 205
Old Republic Credit Life Ins. Co. ... 209
Pacific Finance Corp. ... 210
Resolute Insurance Co. ... 214
Universal C.I.T. Credit Corp. ... 223
Universal Underwriters ... 223

GASOLINE, LUBRICANTS AND LUBRICANT ADDITIVES

AP Parts Corp. ... 167
Aldridge Ind. Oils, Inc. ... 167
Alpha Corp. ... 168
Amalie Div., Sonneborn Sons, Inc. ... 168
American Grease Stick Co. ... 169
Anderson-Prichard Oil Corp. ... 170
Arkansas Fuel Oil Co. ... 170
Automotive & Marine Products Corp. ... 172
Bardahl Mfg. Corp. ... 173
California Oil Co. ... 177
Casite Div., Hastings Mfg. Co. ... 178
Cities Service Oil Co. ... 182
Dixon Crucible Co., Joseph ... 186
Elco Lubricant Corp. ... 190
Emerol Mfg. Co., Inc. ... 190
Ethyl Corp. ... 191
Freedom-Valvoline Oil Co. ... 193
General Petroleum Corp. ... 194
Houghton & Co., E. F. ... 198
Kendall Refining Co. ... 201
Lincoln Engineering Co. ... 203
Lion Oil Co. ... 203
Mid-Continent Petroleum Corp. ... 205
Penfield Petroleum Products, Inc. ... 211
Pennsylvania Grade Crude Oil ... 211
Pennsylvania Refining Co. ... 211
Pennzoil Co. ... 211
Petroleum Solvents Corp. ... 211
Porte Mfg. Co., Inc. ... 212
Pure Oil Co., The ... 212
Puritan Co., Inc. ... 213
Quaker State Oil Refining Corp. ... 213
Shell Oil Co. ... 217
Sinclair Refining Co. ... 217
Socony Vacuum Oil Co., Inc. ... 218
Standard Oil Co. ... 218
Sun Oil Co. ... 220
Supersite Corp. ... 220
Texas Co. ... 220
Tide Water Associated Oil Co. ... 221
Treglown Co., Inc. ... 222
Union Oil Co. of California ... 223
Waverly Petroleum Products Co. ... 225
Wayne Chemical Products Co. ... 225
White and Bagley Co. ... 226
Wolf's Head Oil Refining Co. ... 227
Wynn Oil Co. ... 227

MANUFACTURERS SUPPLIES AND SERVICES

Acheson Colloids Corp. ... 167
A 'G' A Stimsonite ... 167
Ainsworth Mfg. Corp. ... 167
Allied Research Products, Inc. ... 168
American Can Co. ... 168
American Octanator Corp. ... 169
Armstrong Cork Co. ... 170
Associated Producers, Inc. ... 171
Barry Automotive Co. ... 173
Behr-Manning Corp. ... 173
Boston Woven Hose & Rubber Co. ... 175
Brady Corp. ... 175
Capitol Eng. Reproduction Co. ... 178
Carborundum Co. ... 178
Carey Mfg. Co., Philip ... 178
Catalin Corp. ... 178
Central Induction Heat Treating & Brazing, Inc. ... 180
Chatillon & Son, John ... 180
Chicago Cork Works Co. ... 180
Commercial Filters Corp. ... 183
Commercial Research Lab., Inc. ... 183
Cycleweld Cement Products Plant ... 184
Defiance Mfg. Co., Inc. ... 184
Delco Appliance Div. ... 184
Detrex Corp. ... 185
Detroit Pressed Steel Div. ... 185
Dole Valve Co. ... 186
Eaton Mfg. ... 187
Fabricon Products, Inc. ... 191
Fiber-Glass Division ... 192
Flintkote Co. ... 192
Gustin Bacon Mfg. Co. ... 196
Hartford Steel Ball Co. ... 197
Heli-Coil Corp. ... 197
Hupp Corp. ... 198
Ind. Wire Cloth Products Corp. ... 199
Kaydon Engineering Corp., The ... 200
King-Seeley Corp. ... 201
Lamson & Sessions Co. ... 202
Lincoln Brass Works, Inc. ... 202
Macklin Co. ... 204
Macleod Co., The ... 204
Master Template & Eng. Inc. ... 204
McInerney Spring & Wire Co. ... 205
Meglen Mfg. Co. ... 206
Morse Chain Co. ... 206
Muskegon Motor Specialties Co. ... 207
National Rivet & Mfg. Co. ... 208
Norton Co. ... 209
Owens Corning Fiberglas Corp. ... 210
Parker Rust Proof Co. ... 210
Redmond Co., Inc. ... 213
Rohm & Haas Co. ... 215
Schroeder & Tremayne, Inc. ... 216
Scovill Mfg. Co. ... 216
Seaman Paper Co. ... 217
Sobenite, Inc. ... 218
Standard Cotton Products Co. ... 218
Stant Mfg. Co. ... 219
Strelinger Co., The Chas. A. ... 219
Udylite Corp., The ... 223
United States Rubber Co., Footwear & General Products Div. ... 223
Vellumoid Co. ... 224
Vibradamp Corp. ... 224
Wettlaufer Mfg. Corp. ... 226

MATERIALS HANDLING

Baker-Raulang Company ... 172
Clark Equipment Company, Ind. Truck Div. ... 182
Detroit Hoist & Machine Co. ... 185
Evans Products Co. ... 191
Ford Chain Block Div. ... 193
Gibson Mfg. Corp. ... 195
Globe Hoist Co. ... 195
Hyster Co. ... 199
Jensen Specialties Co. ... 200
Joyce-Cridland Co. ... 200
Link-Belt Co. ... 203
Manley Mfg. Div. ... 204
Milford Crane & Machine Co., Inc. ... 206
Otis Elevator Co. ... 210
Pittsburgh Steel Products ... 211
Powell Pressed Steel Co. ... 212
Republic Steel Co. ... 214

(Continued on Page 243)

Products Index to Who's Who

(Continued from Page 242)

Rotary Lift Co. ... 215
Silent Hoist & Crane Co. ... 217
Wright Hoist Div. ... 227

METALS *(Including Castings, Stampings, Forgings, Tubing)*

Accurate products, Inc. ... 167
Acklin Stamping Co. ... 167
Active Tool & Mfg. Co. ... 167
Ainsworth Mfg. Corp. ... 167
Ajax Mfg. Corp. ... 167
Akron Selle Co. ... 167
Allegheny Ludlum Steel Corp. ... 167
Aluminum Alloys Corp. ... 168
Aluminum Co. of America ... 168
Aluminum Industries, Inc. ... 168
American Brass Co. ... 168
American Forging & Socket Co. ... 169
American Spring & Wire Specialty ... 169
American Steel & Wire Co. ... 169
Anderson Co., Inc., O. L. ... 169
Applied Arts Corp. ... 170
Arlington Aluminum Co. ... 170
Armco Steel Corp. ... 170
Arrow Aluminum Castings Co. ... 170
Atlas Drop Forge Co. ... 171
Attwood Brass Wks., Inc. ... 171
Auto Specialties Mfg. Co. ... 171
Automotive Stamping & Mfg. Co. ... 172
Barnes-Gibson-Raymond Div. ... 173
Beck Products Corp. ... 173
Bethlehem Steel Co. ... 174
Bohn Aluminum & Brass Corp. ... 174
Bowen Products Corp. ... 175
Brewer-Titchener Corp. ... 175
Bridgeport Brass Co. ... 175
Briggs Mfg. Co. ... 176
Bundy Tubing Co. ... 176
Bunting Brass & Bronze Co. ... 176
Burgess-Norton Mfg. Co. ... 177
Byers, A. M., Co. ... 177
Campbell Co., Inc., A. S. ... 178
Campbell, Wyant & Cannon Foundry Co. ... 178
Carpenter Steel Co. ... 178
Chase Brass & Copper Co. ... 180
Clapp Mfg. Co., E. D. ... 182
Cleveland Steel Products Corp. ... 182
Dahlstrom Metallic Door Co. ... 184
Dayton Malleable Iron Co. ... 184
Dayton Steel Foundry Co. ... 184
Detroit Stamping Co. ... 185
Dochler Jarvis Co. ... 186
Eaton Mfg. Co. ... 187
Electric Auto Lite Co. ... 190
Empire Products Co. ... 190
Erie Mfg. Division Pressed Steel Car Co. ... 190
Federated Metals Div. ... 191
Ferro Machine & Foundry, Inc. ... 192
Firestone Steel Products ... 192
Firestone Tire & Rubber Co. ... 192
Firth Sterling Inc. ... 192
Fitzsimons Mfg. Co. ... 192
Gerstenslager Co. ... 195
Great Lakes Steel Corp. ... 195
Greene Mfg. Co. ... 195
Gunite Foundries Corp. ... 196
H & H Tube & Mfg. Co. ... 196
Hall Lamp Co., C. M. ... 196
Hamlin Metal Products Co. ... 196
Hawthorne Metal Products ... 197
Herbrand Division ... 197
Hicks Body Co. ... 198
Higbie Mfg. Co. ... 198
Ingersoll Steel Div. ... 199
Inland Steel Co. ... 199
International Nickel Co., Inc. ... 200
Jacobs Co., F. L. ... 200
Jambor Tool & Stamping Co. ... 200
Johnson Bronze Co. ... 200
Jones & Laughlin Steel Corp. ... 200
Knight, Geo. C. ... 201
Knox Metal Products, Inc. ... 201
Lansing Stamping Co. ... 202
LaSalle Steel Co. ... 202
Leake Stamping Co. ... 202
Lindsay Structure Inc. ... 203
Lyon, Inc. ... 203
McLouth Steel Corp. ... 205
Metal Auto Parts Co., Inc. ... 205
Mich. Steel Tube Prod. Co. ... 205
Midland Steel Products Co. ... 205
Morrison Steel Products, Inc. ... 206
Motor Wheel Corp. ... 207
Motors Metal Mfg. ... 207
Mt. Clemens Metal Prod. Co. ... 207
Mueller Brass. Co. ... 207
Mullins Mfg. Corp. ... 207
Murray Products Div. ... 207
Muskegon Motor Specialties Co. ... 207
National Malleable & Steel Casting Co. ... 208
National Steel Corp. ... 208
National Tube Co. ... 208
New England Pressed Steel Co. ... 208
New Jersey Zink Co. ... 208
Nylen Products Co. ... 209
Oakman Mfg. Co. ... 209
Parish & Bingham Div. ... 210
Permold Co. ... 211
Pittsburgh Tube Co. ... 211
Powell Pressed Steel Co. ... 212
Pressed Metals of America, Inc. ... 212
Raymond Mfg. Co. ... 213
Republic Steel Corp. ... 214
Revere Copper & Brass, Inc. ... 214
Reynolds Metals Co. ... 214
Rigidized Metals Corp. ... 214
Rochester Prod. ... 215
Rottler Boring Bar Co. ... 215
Ryerson & Haynes, Inc. ... 215
Service Steel Div. ... 217
Sheller Mfg. Corp. ... 217
Smooth-On Mfg. Co. ... 217
Soss Mfg. Co. ... 218
Stamping Prod. & Mfg. Co. ... 218
Standard Forge & Axle Co., Inc. ... 218
Standard Products Co. ... 219
Standard Tube Co. ... 219
Superior Brass Works ... 220
Superior Steel Corp. ... 220
Timken Roller Bearing Co. ... 221
Transue & Williams Steel Forging Corp. ... 222
United-Carr Fastener Corp. ... 223
United Specialties Co. ... 223
United States Steel Co. ... 223
Vichek Tool Co. ... 224
Weirton Steel Co. ... 225
Wheland Co. ... 226
Wood Steel Co., Alan ... 227
Woodworth Specialties Corp. ... 227
Worcester Pressed Steel ... 227

OFFICE EQUIPMENT AND SUPPLIES

Berger Mfg. Div. ... 174
Burkhardt Co. ... 177
Burroughs Adding Machine Co. ... 177
Comfort Specialty Co. ... 183
Diebold, Inc. ... 185
Executone, Inc. ... 191
Facit, Inc. ... 191
Grover Co. ... 196
Intercommunication System ... 199
Kalmus-Golden Inc. ... 200
Master Products Mfg. Co. ... 204
National Cash Register Co. ... 208
Niles, Upton & Green Co. ... 209
Norick Brothers ... 209
Remington Rand Inc. ... 213
Reynolds & Reynolds Co. ... 214
Simplex Time Recorder Co. ... 217
Stromberg Time Corp. ... 219
Underwood Corp. ... 223
Visi Record, Inc. ... 224
Veet Mfg. Co. ... 224
Visor Pouch Co. ... 224
Wassell Org., Inc. ... 225
Webster Electric Co. ... 225

PAINTS AND UNDERBODY COATINGS

Acme Quality Paints, Inc. ... 167
Aluminum Industries, Inc. ... 168
American Lacquer Solvents Co. ... 169
American Paint Co. ... 169
Arco Co., The ... 170
Bakelite Div., Union Carbide & Carbon Corp. ... 172
Beckwith Chandler Co. ... 173
Dibble Color Co. ... 185
Ditzler Color Div. ... 186
Dupli Color Co. ... 187
DuPont De Nemours & Co., E. I., Finishes Div. ... 187
Flintkote Co. ... 192
Industrial Tape Corp. ... 199
Insul-Mastic Corp. of America ... 199
Interchemical Corp., Murphy Paint Div. ... 199
Jamestown Finishing Prods., Inc. ... 200
Martin Senour Co., Automotive Div. ... 204
Minnesota Mining & Mfg. Co. ... 206
Mortell Co., J. W. ... 206
Nason, R. N. & Co. ... 207
Nox Rust Chemical Corp. ... 209
Pittsburgh Plate Glass Co. ... 211
Rinshed-Mason Co. ... 214
Sherwin-Williams Co. ... 217
Vibradamp Corp. ... 224
W & M Products Corp. ... 224
Wilbur & Williams Co., The ... 226
Witco Chemical Co. ... 227
Zac-Lac Paint & Lacquer Co. ... 228

PARTS, BODY *(Including Body Interior and Body Repair Items, Grilles, Bumpers, etc.)*

A. C. Spark Plug Div. ... 167
American Forging & Socket Co. ... 169
American Window Glass Co. ... 169
Anzick Mfg. Co. ... 170
Auto Glass Mfg. Co. ... 171
Bassick & Co. ... 173
Bell Auto Supply ... 173
Breeze Corp., Inc. ... 175
Buckeye Rubber Products, Inc. ... 176
Chrysler Parts Div. ... 181
Davidson Rubber Co. ... 184
Detroit Gasket & Mfg. Co. ... 185
Detroit Grille Mfg. Co. ... 185
Electric Auto-Lite Co. ... 190
General Electric Co. ... 194
Gerity-Michigan Corp. ... 195
Greene Mfg. Co. ... 195
Guide Lamp Division ... 196
Hall Lamp ... 196
Houdaille-Hershey Corp. ... 198
Hupp Corporation ... 198
Imperial Handle Mfg. Co. ... 199
Inland Mfg. Div. ... 199
King-Seeley Corp. ... 201
Libbey-Owens-Ford Glass Co. ... 202
Martin Quick Trim ... 204
Michigan Bumper Corp. ... 205
National Autocraft ... 208
Ouimet Stay & Leather Co. ... 210
Pittsburgh Plate Glass Co. ... 211
Rex Metal Parts Co. ... 214
Reynolds Spring Co. ... 214
Rochester Mfg. Co., Inc. ... 215
Saginaw Industries Co. ... 216
Sleetex Co., Inc. ... 217
Thermoid Co. ... 221
Trico Products Corp. ... 222
United Motors Service ... 223
Wade Electric Products Co. ... 224
Weatherhead Co. ... 225
Young Spring & Wire Corp., L. A. ... 228
Zaiger Corp., The ... 228

PARTS, CHASSIS *(Including Wheel, Brake, Steering Gear, Axle)*

A.C. Spark Plug Div. ... 167
Acme Rubber Mfg. Co. ... 167
Aetna Ball & Roller Bearing Co. ... 167
American Brakeblock Div. ... 168
Asbestos Mfg. Co. ... 170
Atlantic Brake Lining Co. ... 171
Atlas Asbestos Co. ... 171
Auto Friction Corp. ... 171
Auto Specialties Mfg. Co. ... 171
Bearings Co. of America ... 173
Bendix-Eclipse of Canada, Ltd. ... 173
Bendix Products Div. ... 173
Bendix Westinghouse Automotive Air Brake Co. ... 174
Bower Roller Bearing Co. ... 175
Braden Winch Co. ... 175
Brake Lining Supply Co. ... 175
Brant Machine Co., Inc., C. R. ... 175
Buffalo Div., Houdaille-Hershey Corp. ... 176
Chelsea Spring Div. ... 180
Chrysler Parts Div. ... 181
Clark Equipment Co. ... 182
Clevite Service, Inc. ... 182
Dana Corp. ... 184
Delco Products Div. ... 184
Eaton Mfg. Co. ... 187
Eclipse Machine Div. ... 187
Edelmann & Co. ... 190
EIS Automotive Corp. ... 190
Fafnir Bearing Co. ... 191
Federal-Mogul Corp., Service Div. ... 191
Fitzgerald Mfg. ... 192
Foreman, Inc. ... 193
Gabriel Co. ... 194
Gemmer Mfg. Co. ... 194
Grey-Rock Div. of Raybestos-Manhattan, Inc. ... 196
Grizzly Mfg. Co. ... 196
Heckethorn Mfg. & Supplies ... 197
Hershey Metal Products, Inc. ... 198
Houdaille-Hershey Corp. ... 198
Hyatt Bearings Div. ... 198
Inland Mfg. Div. ... 199
Kelsey-Hayes Wheel Co. ... 201
King Quality Products Co. ... 201
L C Products ... 201
Laher Spring & Tire Corp. ... 202
Liggett Spring & Axle Co. ... 202
Lisle Corp. ... 203
Maremont Automotive Products, Inc. ... 204
Marshall-Eclipse Div. ... 204
Master Parts ... 204
Mather Spring Co. ... 204
McQuay-Norris Mfg. Co. ... 205
Mercury Brake Products ... 205
Midland Steel Products Co. ... 205
Miley Co., Inc., L. J. ... 206
Minnesota Automotive, Inc. ... 206
Moog Industries ... 206
Monroe Auto Equipment Co. ... 206
Moraine Products Div. ... 206
Motor Wheel Corp. ... 207
Murray Auto Specialty Co. ... 207
Neapco Products, Inc. ... 208
New Departure Div. ... 208
Niehoff & Co., Inc. ... 207
O & S Bearing Co. ... 209
Parish & Bingham Div. ... 210
Perfection Gear Co. ... 211
Pick Mfg. Co., Brake Div. ... 211
Porte Mfg. Co., Inc. ... 212
Raybestos Div. ... 213
Raybestos-Manhattan, Inc. ... 213
Raymond Mfg. Co. ... 213
Reed & Co., Inc. ... 213
Republic Steel Co. ... 214
Rockford Clutch Div. ... 215
Ross Gear & Tool Co. ... 215
Rowland, Inc., William & Harvey ... 215
Russell Mfg. Co. ... 215
Saginaw Steering Gear Div. ... 216
Scandinavia Belting Co. ... 216
Southern Friction Materials Co. ... 218
Sparton Automotive Div. ... 218
Spencer Mfg. Co. ... 218
Spicer Mfg. Div., Dana Corp. ... 218
Standard Forge & Axle Co., Inc. ... 218
Standard Steel Spring Co. ... 219
Thermoid Co. ... 221
Timken-Detroit Axle Co. ... 221
Timken Roller Bearing Co. ... 221
Toledo Steel Products Co. ... 221
Trainor National Spring Co. ... 222
Tuthill Spring Co. ... 222
Tyson Bearing Corp. ... 222
U. S. Axle Co., Inc. ... 222
United Motors Service ... 223
Universal Friction Materials Co. ... 223
Van Bergen & Greener, Inc. ... 224
Vickers, Inc. ... 224
Wagner Electric Corp. ... 224
Warner Automotive Parts Div. ... 225
Warner Gear Div. ... 225
Whitney Chain Co. ... 226
Wiremold Co. ... 227
Wohlert Corp. ... 227
World Bestos ... 227
York Electric & Machine Co. ... 228

PARTS, ENGINE *(Including Electrical, Transmission, Universal & Fuel and Cooling System)*

A.C. Spark Plug Div. ... 167
AP Parts Corp. ... 167
Accurate Parts Mfg. Co. ... 167
Accurate Products, Inc. ... 167
Aeroquip Corp. ... 167
Airtex Automotive Div. ... 167
Allied Motor Parts Co. ... 168
Almetal Universal Joint Co. ... 168
Aluminum Alloys Corp. ... 168
Aluminum Industries, Inc. ... 168
Auburn Spark Plug Co. ... 171
Automotive Mfg. Co., Inc. ... 172
Automotive Specialty Corp. ... 172
Automotive Transmission Co., Inc. ... 172

(Continued on Page 244)

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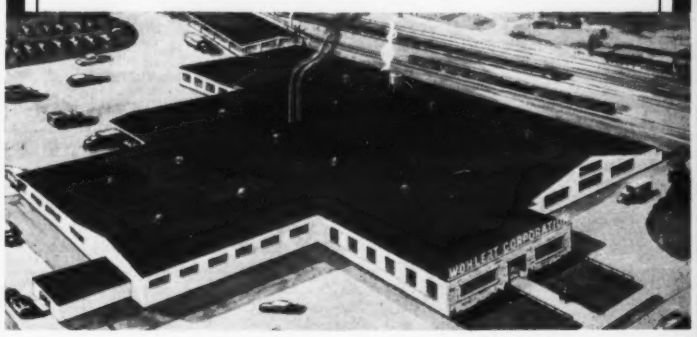

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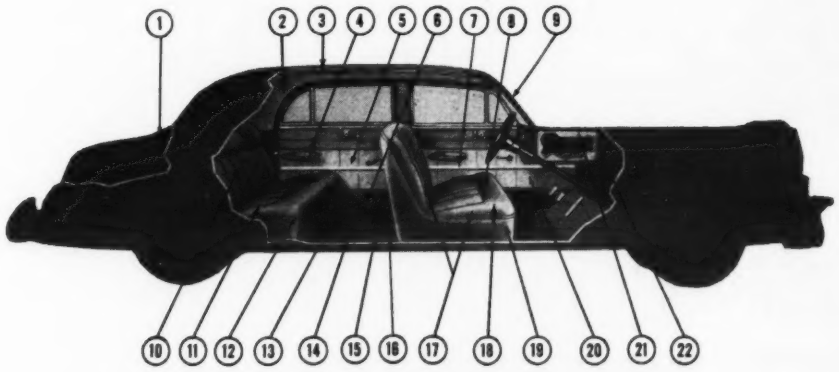

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4. Front and Rear Arm Rests
5. Interior Door Panels
6. Vinyl Coated Fabrics
7. Patented Metal Door Moldings
8. Seat and Back Cushions
9. Sun Visors
10. Sewing Twine
11. Wool and Synthetic Fiber Body and Side Wall Fabrics
12. Sisal Spring Pads
13. Sound Deadening Materials
14. Synthetic and Woven Carpets
15. Jute Carpet Pads
16. Dry Felt
17. Seat and Back Pads, Cotton Batts and Wadding
18. Nylon, Twill and Paper Seat Covers
19. Foundation Panels
20. Cowl Panels and Coated Board
21. Glove Compartment Liners
22. Dash Liners

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NATIONAL AUTOMOTIVE FIBRES, INC.
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Products Index to Who's Who

(Continued from Page 243)

Autopulse Corp. 172
Ballak & Co. 172
Beacon Devices, Inc. 173
Belden Mfg. Co. 173
Bendix Products Div. 173
Bishop & Babcock Mfg. Co. 174
Blood Bros. Mfg. Co. 174
Bohn Aluminum & Brass Corp. 174
Bohn Aluminum & Brass Corp., Service Div. 174
Borg & Beck Div. 175
Borg-Warner Corp. 175
Breeze Corp., Inc. 175
Bridgeport Thermostat Div. 175
Briggs Filtration Co. 175
Buckeye Rubber Products, Inc. 176
Buffalo Div., Houdaille-Hershey Corp. 176
Burd Piston Ring Co. 176
Bussman Mfg. Co. 177
Butler Engineering Co. 177
Carlton Lamp Div. 178
Carter Carburetor Corp. 178
Champion Spark Plug Co. 180
Chrysler Parts Div. 181
Clark Equipment Co. 182
Cleveland Graphite Bronze Co., Replacement Sales Div. 182
Cleveland Steel Products Corp. 182
Colorado Fuel & Iron Corp. 182
Connecticut Telephone & Electric Corp. 183
Continental Rubber Works 183
Crescent Co. 184
Dana Corp. 184
Davidson Rubber Co. 184
Delco-Remy Div. 184
Detroit Gasket & Mfg. Co. 185
Detroit Gear Div., Borg-Warner Corp. 185
Dittmer Gear & Mfg. Corp. 186
Dole Valve Co. 186
Dorman Products, Inc. 186
Douglas Mfg. Div., Kingston Products Corp. 186
Durkee-Atwood Co. 187
Eclipse Machine Div. 187
Electra Mfg. Co. 190
Electric Auto-Lite Co. 190
F & B Mfg. Co. 191
Fedders-Quigan Corp. 191
Federal-Mogul Corp. 191
Federal-Mogul Corp., Service Div. 191
Felt Products Mfg. Co. 192
Filtors, Inc. 192
Fish Carburetor Corp. 192
Fitzgerald Mfg. Co. 192
Flex-O-Tube 192
Formsprag Co. 193
Fram Corp. 193
Fuller Mfg. Co. 194
Fulton Co., The 194
Fulton Sylphon Div. 194
Gates Rubber Co., The 194
Gear Grinding Machine Co. 194
General Armature & Mfg. Co. 194
General Automotive Specialty 194
General Electric Co. 194
Grapho Products, Inc. 195
Grey-Rock Div., Raybestos-Manhattan, Inc. 196
Guaranteed Parts Co., Inc. 196
Guide Lamp Div., G.M. Corp. 196
Hall Lamp 196
Hansen Mfg. Co. 197
Harrison Radiator Div. 197
Hastings Mfg. Co. 197
Hayes Industries 197
Holfast Rubber Co. 198
Holley Carburetor Co. 198
Houdaille-Hershey Corp. 198
Hub City Iron Co. 198
Hygrade Products Div., Std. Motor Prod., Inc. 199
Imperial Brass Mfg. Co. 199
International Resistance Co. 200
Jambor Tool & Stamping Co. 200
Johnson Products, Inc. 200
Keystone Carbon Co., Inc. 201
Killark Electric Mfg. Co. 201
King Quality Products Co. 201
King-Seeley Corp. 201
L. C. Products 201
Leece-Neville Co. 202
Link-Belt Co. 203
Lipe-Rollway Corp. 203
Lisle Corp. 203
Littlefuse, Inc. 203
Logansport Machine Co., Inc. 203
Long Mfg. Div. 203
Machined Parts Corp. 204
Mackenzie Muffler Co., Inc. 204
Manzel 204
Maremont Automotive Products, Inc. 204
Marvel-Schebler Carburetor Div. 204
Master Parts Div., Airtex Prod. 204
McCord Corp. 205
McQuay-Norris Mfg. Co. 205
Mechanics Universal Joint Div., Borg-Warner Corp. 205
Miley Co., Inc., L. J. 206
Modine Mfg. Co. 206
Moog Industries 206
Monroe Auto Equipment Co. 206
Murray Products Div., Randall Corp. 207
Muskegon Piston Ring Co. 207
National Machine Works, Inc. 208
National Motor Bearings Co. 208
National Products Corp. 208
Neapco Products, Inc. 208
New Process Gear Corp. 208
Newhouse Automotive Mfg. Ind. 208
Niehoff & Co., C. E. 209
Nylen Products Co. 209
Ohio Piston Co. 209
Oilgear Co. 209
Oldberg Mfg. Co. 209
Packard Electric Div. 210
Perfect Circle Corp. 211
Perfection Automotive Prod. Corp. 211
Perry Co. 211
Pierce Governor Co., Inc., The 211
Powell Muffler Co. 212
Pratt Industries, Inc. 212
Purolator Products, Inc. 213
Ramsey Corp. 213
Raybestos-Manhattan, Inc. 213
Resistoflex Corp. 214
Revere Copper & Brass, Inc. 214
Rochester Mfg. Co., Inc. 215
Rochester Products 215
Russell Mfg. Co. 215
Saginaw Steering Gear Div. 216
Sealed Power Corp. 217
Sealtight Corp. 217
Spicer Mfg. Div. 218
Standard Motor Products, Inc., Hygrade Products Div. 218
Templeton, Inc., J. T. 220
Thompson Products, Inc. 221
Tillotson Mfg. Co. 221
Titeflex, Inc. 221
Toledo Steel Products Co. 221
Torque Mfg. Corp. 221
Tung-Sol Lamp Works, Inc. 222
United Engine & Machine Co. 223
United Motors Service 223
Universal Products Co., Inc. 223
Van Bergen & Greener, Inc. 224
Vickers, Inc. 224
Victor Mfg. & Gasket Co. 224
Wade Electric Products Co. 224
Waldes Kohinoor, Inc. 224
Walker Mfg. Co. of Wisconsin 224
Warner Automotive Parts Div. 225
Warner Gear Div. 225
Wausau Motor Parts Co. 225
Weatherhead Co. 225
Westinghouse Electric Corp., Lamp Div. 226
Whitaker Cable Corp. 226
Wilkening Mfg. Co. 226
Wisconsin Machinery & Mfg. Co. 227
Wix Corp. 227
Wohler) Corp. 227
Young Radiator Co. 228
Zenith Carburetor Div. 228

PARTS, PRODUCTION *(Including Speed Nuts and Screws, Rivets, Fasteners, Springs, Hinges, etc.)*

Aetna Ball & Roller Bearing Co. 167
American Screw Co. 169
Amgears, Inc. 169
Amos Molded Plastics Div. of Amos-Thompson 169
Bearings Co. of America 173
Blaisdell Mfg. Co. 174
Boots Aircraft Nut Div. 175
Bower Roller Bearing Co. 175
Callanan Mfg. Co. 177
Carter Parts 178
Cleveland Graphite Bronze Co. 182
Cloyes Gear Works, Inc. 182
Cole Hersee Co. 182
Continental Diamond Fibre Co. 183
Detroit Gear Div. 185
Dorman Products, Inc. 186
Douglas Mfg. Div., Kingston Prod. Corp. 186
Eaton Mfg. Co. 187
Elastic Stop Nut Corp. of America 190
Electric Auto-Lite Co. 190
Ex-Cell-O Corp. 191
Fafnir Bearing Co. 191
Fairfield Mfg. Co. 191
Fasco Industries, Inc. 191
Federal Bearings Co., Inc. 191
Federal-Mogul Corp. 191
Federal Screw Works 191
Ferry Cap & Set Screw Co. 192
Firestone Tire & Rubber Co. 192
Flower City Specialty Co. 192
Hoof Products Co. 198
Hoover Ball & Bearing Co. 198
Hyatt Bearings Div. 198
Lamson & Sessions Co. 202
Lincoln Brass Works, Inc. 202
Marlin-Rockwell Corporation 204
New Departure Div., G.M. Corp. 208
Norma Hoffman Bearings Corp. 209
O. & S. Bearing Co. 209
Palnut Co. 210
Parker-Kalon Co. 210
Pheoll Mfg. Co. 211
Republic Gear Co. 214
Roller Bearing Co. of America 215
Rollway Bearing Co., Inc. 215
Russell, Burdsall & Ward Bolt & Nut Co. 215
S K F Industries, Inc. 215
Shakeproof, Inc., Div. of Ill. Tool Works 217
Timken Roller Bearing Co. 221
Torrington Co. 221
Townsend Co. 221
Tyson Bearing Corp. 222
U. S. Plug & Fitting Co. 222
Weatherhead Co. 225
Whi.ehead Stamping Co. 226

PARTS, MISCELLANEOUS

Auburn-Cord-Dusenberg Co. 171
Balkamp, Inc. 172
Beall Tool Div. 173
Burndy Engineering Co., Inc. 177
Cal-Van Machine Products 177
Champ-Items, Inc. 180
Elgin Machine Works, Inc. 190
Echlin Mfg. Co. 187
Groov-Pin Corp. 196
Houser Engrg. & Mfg. Co. 198
Lancaster Lens, The 202
Lucas Electrical Services, Inc. 203
Magnetic Drain Plug Co. 204
Marco, Inc. 206
National Parts Corp. 208
Orschein Brake Lever Mfg. Co. 210
Premier Auto Ware 212
Ryan Aeronautical Co. 215
S. G. Specialties 215
Sinclair Glass Co. 217
Sparton Automotive Div. 218
Thompson Products, Inc. 221

PASSENGER CAR BODY AND BODY HARDWARE

Acme Rubber Mfg. Co. 167
Atwood Brass Works, Inc. 171
Bowen Products Corp. 175
Briggs Mfg. Co. 176
Brown-Lipe-Chapin Div. 176
Budd Co. 176
Detroit Gasket & Mfg. Co. 185
Detroit Harvestor Co. 185
Detroit Master Products 185
Douglas & Lomason Co. 186
Fabricon Prod., Inc. 191
Falls Spring & Wire Div. 191
Ferro Stamping & Mfg. Co. 192
Fisher Body Div. 192
Gagnier Fiber Products Co. 194
Hancock Mfg. Co. 197
Hayes Mfg. Corp. 197
Imperial Handle Mfg. Co. 199
Ionia Mfg. Co. 200
Jacobs Co., F. L. 200
Libbey-Owens-Ford Glass Co. 202
Motor Products Corp. 207
Murray Prod. Div., Randall Corp. 207
Nat'l Auto Glass Specifications 208
Northern Engraving & Mfg. Co. 209
Paramount Fabricating Co. 210
Parish Pressed Steel Co. 210
Randall Co. 213
Rohm and Haas Co. 215
Standard Products Co. 219
Strickland Mfg. Co. 219
United Carr Fastener 223
United Specialties Co. 223
Woodall Industries, Inc. 227
Young Spring & Wire Corp. 228
Zink Corp., Howard 228

PASSENGER CAR MANUFACTURERS

Buick Motor Div. 176
Cadillac Motor Car Div. 177
Chevrolet Motors Div. 180
Chrysler Corp. 181
Chrysler Division 181
Crosley Motor Co. 184
DeSoto Division 185
Dodge Division 186
Ford Motor Co. 193
Ford Division 193
General Motors Corp. 194
Hudson Motor Car Co. 198
Kaiser-Frazer Corp. 200
Lincoln-Mercury Div. 203
Nash Motors 207
Oldsmobile Div. 209
Packard Motor Car Co. 210
Plymouth Div. 212
Pontiac Motor Div. 212
Studebaker Corp. 219
Willys-Overland Motors, Inc. 227

FOREIGN *(U. S. Distributors)*

Austin Motor Co., Ltd. 171
Jaguar Cars, Ltd. 200
Renault Selling Branch, Inc. 213
Rootes Motors, Inc. 215

PRODUCTION MACHINERY AND EQUIPMENT

Alvord-Polk Tool Co. 168
Arrow Tool & Reamer Co. 170
Arter Grinding Machine 170
Atlas Press Co. 171
Baker Brothers, Inc. 172
Barnes Co., W. F. & John 173
Beck Products 173
Besly-Welles Corp. 174
Bliss Co., E. W. 174
Bryant Chucking Grinder Co. 176
Central Tool Co. 180
Cincinnati Milling & Grinding Machines, Inc. 181
Colton Co., Arthur 183
Cro-Plate Co. 184
Cross Company 184
Cushman Chuck Co. 184
Denison Engineering Co. 185
Dockson Corp. 186
Dow Furnace Co. 186
Ex-Cell-O Corp. 191
Fellows Gear Shaper Co. 192
Fuller Tool Co. 194
Gear Grinding Machine Co. 194
Greenlee Bros. & Co. 196
H & M Tool Co. 196
Hall Planetary Co. 196
Hanchett Mfg. Co. 197
Hydraulic Press Mfg. Co. 198
Hydraulic Products Co. 198
Kelly Reamer Co. 200
Link-Belt Co. 203
Lipe-Rollway Corp. 203
Machinery & Equipment Exchange, Inc. 204
McDonough Mfg. Co. 205
Master Mfg. Co. 204
Micromatic Hone Corp. 205
Modern Machine Tool Co. 206
Moline Tool Co. 206
National Acme Co. 207
Oilgear Co. 209
Palmer-Bee Co. 210
Penfield Mfg. Co., Inc. 211
Perfex Corp. 211
Raybestos-Manhattan, Inc. 213
Reed-Prentice Corp. 213
Sight Feed Generator Co. 217
Snyder Tool & Engineering Co. 218
Taylor Instrument Companies 220
Trindl Products, Ltd. 222
Visco-Meter Corp. 224
Weltronic Co. 226
Worthington Pump & Machinery Corp. 227
Wyzenbeek & Staff, Inc. 228
Young Radiator Co. 228

SERVICE SHOP SUPPLIES

Alvin Products, Inc. 168
Amer. Sponge & Chamois Co., Inc. 169
Anderson Co., The 170
Ashley Mfg., Harry K. 170
Atomized Materials Co., Inc. 171
Automotive Equipment Mfg. Co. 172
B & W Equip. & Supply Co. 172
Beacon Corp., The 173
Brady Corp. 175
Cadie Chemical Products 177
Cannon Chemical Co., The 178
Cataract Chemical Co. 178
Chem-Therm Mfg. Co. 180
Choldun Mfg. Co. 180
Circo Div. 182
Clayton Mfg. Co. 182
Curran Corp. 184
Cycleweld Cement Products Plant Div. 184
Delta Chemical Co. 184
Detrex Corp. 185
Dill Mfg. Co. 185
Dolphin Paint & Varnish Co. 186
Drew & Co., Inc., E. F. 186
Eagle-Picher Co. 187
Glaser Lead Co. 195
Graymills Corp. 195
Harding Mfg. Co., Inc. 197
Hinson Mfg. Co. 198
Holcomb & Hoke Mfg. Co., Inc. 198
Hollingshead Corp., R. M. 198
Industrial Tape Corp. 199
Inland Mfg. Co. 199
Internal Motor Cleaner Co. 199
International Mfg. Co. 200
K & W Products 200
Krylon, Inc. 201
Las-Stik Mfg. Co. 202
Mac's Super Gloss Co. 204
Magnus Chemical Co. 204
McKay Co. 205

(Continued on Page 245)

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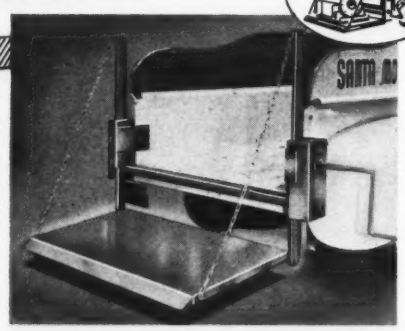

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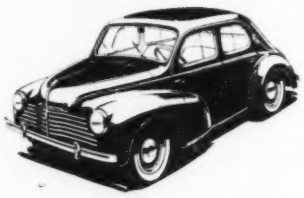

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RENAULT

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Products Index to Who's Who

(Continued from Page 244)

Minn. Mining & Mfg. Co. ... 206
Moore & Co., Samuel ... 206
Moraine Products Div. ... 206
Mystik Adhesive Products ... 207
New England Products, Inc. ... 208
Nicholson File Co. ... 209
Oakite Products, Inc. ... 209
Oil-Dry Corp. of America ... 209
P. O. B. Mfg. Co. ... 210
Permafuse Corp. ... 211
Peterson Welding Laboratories, Inc. ... 211
Phillips Mfg. Co. ... 211
Radiator Specialty Co. ... 213
Rust-Master Chemical Co. ... 215
Schroeder & Tremayne, Inc. ... 216
Service Supply Co. ... 217
Siebring Mfg. Co. ... 217
Speedi-Dri Corp. ... 218
Stanley Co., Inc., John T. ... 219
Swaco Products Corp. ... 220
Sweet Co., H. C. ... 220
Technical Tape Corp. ... 220
Tinit Mfg. Co., Inc. ... 221
Tone Mfg. Co. ... 221
Topper Equipment Co. ... 221
Topps-All Products ... 221
Vacuum Grip, Inc. ... 224
Van Cleef Bros., Inc. ... 224
Walco Products ... 224
Warner-Patterson Co. ... 225
West Disinfecting Co. ... 226
Woodlets, Inc. ... 227
"X" Laboratories, Inc. ... 228

SHIPPING CARTONS AND WRAPPINGS

Angier Corp. ... 170
Bemis Bros. Bag Co. ... 173
Cadillac Products ... 177
Corrugated Paper Products ... 183
Watson Co., John Warren ... 225

SHOP EQUIPMENT, BINS AND CABINETS

Aurora Equipment Co., Equipto Div. ... 171
Automotive Bin Service Co. ... 172
Berger Mfg. Div., Republic Steel Corp. ... 174
Borroughs Mfg. Div. ... 175
Equipto Div., Aurora Equipment Co. ... 190
Frick-Gallagher Mfg. Co. ... 193
General Steel Products Corp. ... 195
Hope Metal Products, Inc. ... 198
Renie Metal Products Corp. ... 214
Universal Equipment, Inc. ... 223
Universal Steel Equipment Corp. ... 223

SHOP EQUIPMENT, BUMP AND PAINT ***(Bake Ovens, Spray Guns, Body Repair Items, etc.)***

American Brake Shoe Co., Kellogg Div. ... 168
Beach Air Brush Co. ... 173
Binks Mfg. ... 174
Black Mfg. Co. ... 174
DeVilbiss Co. ... 185
Dry-Clime Lamp Corp. ... 186
Dupli-Color Products Co., Inc. ... 187
Electric Sprayit Co. ... 190
Engwald Corp. ... 190
Fostoria Pressed Steel Corp. ... 193
G.M. Co. Manufacturing, Inc. ... 194
Gray Company, Inc. ... 195
Kellogg Div. ... 200
Paasche Airbrush Co. ... 210
Saylor-Beall Mfg. Co. ... 216
Spee-Flo Co. ... 218

SHOP EQUIPMENT, ROAD SERVICE ***(Including Wreckers, Towing Equipment Motorcycles, etc.)***

Ashton Equipment Company ... 171
Auto Truck Equipment Co. ... 171
Canfield Tow Bar Co., Inc. ... 178
Guibert Steel Co. ... 196
Harley-Davidson Motor Co. ... 197
Holmes Co., Ernst ... 198
Indian Co. ... 199
Mustang Motorcycle Corp. ... 207
Pilot Mfg. Co. ... 211
Tow Bar Sales Co. ... 221
Weld-Built Body Co., Inc. ... 226

SHOP EQUIPMENT, GENERAL ***(Including Battery Chargers, Lubrication Equipment, Wheel Balancing and Aligning Testing Equipment, Jacks, Tire Changers, Hoists, etc.)***

A.C. Spark Plug Div. ... 167
Acme Air Appliance Co., Inc. ... 167
Air Reduction Sales Co. ... 167
Allen Electric & Equipment Co. ... 167
Allied Products Corp. ... 168
Arn-Wood Co. ... 170
Aro Equipment Corp. ... 170
Asbestos Mfg. Co. ... 170
Atlas Press Co. ... 171
Automotive Products, Inc. ... 172
Automotive Division, Cleveland Pneumatic Tool Co. ... 172
Bacon Vulcanizer ... 172
Balcrank, Inc. ... 172
Baldor Electric Co. ... 172
Barrett Equipment Co. ... 173
Bay Mfg. Co. ... 173
Bean Div., John ... 173
Beard Tool Co., L. O. ... 173
Bee-Line Co. ... 173
Better Metal Products Co. ... 174
Big Four Industries, Inc. ... 174
Bishman Mfg. Co. ... 174
Blackhawk Mfg. Co. ... 174
Borg Products Div. ... 175
Brandt Machine Co. ... 175
Breuer Electric Mfg. Co. ... 175
Brunner Mfg. Co. ... 176
Buell Mfg. Co. ... 176
Builders Ornamental Iron Co. (Frame Master Div.) ... 176
Cam-Tool ... 177
Car-Mon Products Co. ... 178
Cedar Rapids Engineering Co. ... 180
Champion Spark Plug Co. ... 180
Chem-Therm Mfg. Co. ... 180
Chicago Rivet & Machine Co. ... 180
Choldun Mfg. Corp. ... 180
Clayborne Mfg. Co. ... 182
Clayton Mfg. Co. ... 182
Cleveland Pneumatic Tool Co., Automotive Div. ... 182
Clinton Products Co. ... 182
Coats Loaders & Stackers, Inc. ... 182
Cordomatic Div. ... 183
Culver-Stearns Mfg. Co. ... 184
Curtis Pneumatic Machinery Div. ... 184
Dake Engine Co. ... 184
DeVilbiss Co. ... 185
Dixie Machine Tool Co. ... 186
Dockson Corp. ... 186
Doyle Vacuum Cleaner Co. ... 186
Drudge Bros. Mfg. Co. ... 186
Dura-Bond, Inc. ... 187
Edelmann & Co., E. ... 190
Electro Products Co. ... 190
Executone, Inc. ... 191
Fish Carburetor Corp. ... 192
Fox Products Co. ... 193
Gale Hall Engineering ... 194
Gilbert & Barker Mfg. Co. ... 195
Globe Hoist Co. ... 195
Grand Specialties Co. ... 195
Gray Company, Inc. ... 195
Graymills Corp. ... 195
Greenerd Arbor Press Co. ... 195
Grover Co. ... 196
H & H Products Mfg. Co. ... 196
Hanchett Mfg. Co. ... 197
Hein-Werner Corp. ... 197
Hennessy Sales Co., Jack P. ... 197
Heyer Industries, Inc. ... 198
Hobart Brothers Co. ... 198
Holcomb & Hoke Mfg. Co., Inc. ... 198
Homestead Valve Mfg. Co. ... 198
Hub City Iron Co. ... 198
Hughes-Kennan Corp. ... 198
Hunter Engineering Co. ... 198
Hydra Products Co. ... 198
Independent Lock Co. ... 199
Ingersoll-Rand Co. ... 199
Inland Mfg. Co. ... 199
Intercommunication System of America ... 199
James Industries, Inc. ... 200
Joyce-Cridland Co. ... 200
Kent-Co., The, Inc. ... 201
Kent-Moore Organization, Inc. ... 201
Keystone Compressor Co. ... 201
Kiddie, Walter & Co. ... 201
Kimble Glass, Div. of Owens-Illinois Glass Co. ... 201
King Electric Equipment Co. ... 201
Kleer-Flo Co. ... 201
Kwik-Ezee, Inc. ... 201
Lanagan & Hoke, Inc. ... 202
Lehigh Safety Shoe Co. ... 202
Lempco Products, Inc. ... 202
Lincoln Electric Co. ... 202
Lincoln Engineering Co. ... 203
Link Engineering Co. ... 203
Lisle Corp. ... 203
Lynch Corp. ... 203
Machinery & Equipment Exchange, Inc. ... 204
Magnolígne Co. ... 204
Magnus Chemical Co., Inc. ... 204
Malsbary Mfg. Co. ... 204
Manbee Equipment Div. ... 204
Manley Mfg. Div. ... 204
Manzel ... 204
Marquette Mfg. Co., Inc. ... 204
Marson Corp. ... 204
Master Equipment Corp. ... 204
McColphin-Christie Corp. ... 205
Mercury Electric Corp. ... 205
Micromatic Hone Corp. ... 205
Miller Mfg. ... 206
Milwaukee Electric Tool Corp. ... 206
Minit-Man, Inc. ... 206
Moline Tool Co. ... 206
Moto-Sway Corp. of America ... 206
Motor Generator Corp. ... 206
National Automotive Mfg. & Eng'g Corp. ... 208
Nat'l System of Garage Ventilation ... 208
Nuday Co. ... 209
Patterson, Wm. N. ... 211
Perfect Circle Corp. ... 211
Permafuse Corp. ... 211
Permutit Co. ... 211
Peters & Russell, Inc. ... 211
Peterson Welding & Laboratories, Inc. ... 211
Pol-Flo Paint Sprayer ... 212
Power-Pak Products, Inc. ... 212
Pruden Tool Co., Inc. ... 212
Pyrene Mfg. Co. ... 213
Quick-Charge, Inc. ... 213
R V Jack Corp. ... 213
Rite Tool Co., Inc. ... 214
Rotary Lift Co. ... 215
Ruger Equipment, Inc. ... 215
S & W Tool Co. ... 216
St. Anthony Machine Products Co. ... 216
Salsbury Corp. ... 216
Schartow Iron Products Co. ... 216
Schauer Mfg. Corp. ... 216

(Continued on Page 246)

Title, License Plate, Sales and Use Tax Information Pertaining to Motor Vehicles in Various States

(As of April 1, 1953)

STATE	Certificate of Title	Disposition of License Plates	Sales Tax	Use Tax on Out of State New Car Purchase
Alabama	No	Accompany Vehicle	1%	1%
Arizona	Yes	Accompany Vehicle	2%	None
Arkansas	Yes	Accompany Vehicle	2%	2%
California	Yes	Accompany Vehicle	3%	3%
Colorado	Yes	Retained by Seller	2%	‡
Connecticut	No	Cancelled by Sale	2%	2%
Delaware	Yes	Accompany Vehicle	None	None
District of Columbia	Yes	Retained by Seller	Excise 2%	Excise 2½
Florida	Yes	Accompany Vehicle	On Accessories	None
Georgia	No	Accompany Vehicle	3%	3%*
Idaho	Yes	Accompany Vehicle	None	None
Illinois	Yes	Retained by Seller	2%	None
Indiana	Yes	Retained by Seller	None	None
Iowa	No	Accompany Vehicle	Use 2%	2%*
Kansas	Yes	Retained by Seller	2%	2%*
Kentucky	No	Accompany Vehicle	Use 3%	3%
Louisiana	Yes	Accompany Vehicle	2%	2%*
Maine	No	Retained by Seller	2%	2%
Maryland	Yes	Retained by Seller	Excise 2%	Excise 2%
Massachusetts	No	Retained by Seller	None	None
Michigan	Yes	Accompany Vehicle	3%	3%*
Minnesota	No	Accompany Vehicle	None	None
Mississippi	No	Accompany Vehicle	2%	2%
Missouri	Yes	Retained by Seller	2%	2%
Montana	Yes	Accompany Vehicle	⅜ to 1½%	None
Nebraska	Yes	Retained by Seller	None	None
Nevada	Yes	Accompany Vehicle	None	None
New Hampshire	No	Retained by Seller	None	None
New Jersey	Yes	Retained by Seller	None	None
New Mexico	Yes	Accompany Vehicle	2%	1%*
New York	No	Retained by Seller	None	None
North Carolina	Yes	Accompany Vehicle	3% (Max. $15)	3% (Max. $15)
North Dakota	Yes	Accompany Vehicle	2%	2%
Ohio	Yes	Retained by Seller	3%	3%
Oklahoma	Yes	Accompany Vehicle	Excise 2%	Excise 2%
Oregon	Yes	Accompany Vehicle	None	None
Pennsylvania	Yes	Retained by Seller	None	None
Rhode Island	No	Retained by Seller	2%	2%
South Carolina	No	Accompany Vehicle	3% (Max. $75)	None
South Dakota	Yes	Accompany Vehicle	2%	2%
Tennessee	Yes	Retained by Seller	2%	2%
Texas	Yes	Accompany Vehicle	1 1/10 %	1 1/10 %
Utah	Yes	Cancelled by Sale	2%	2%
Vermont	No	Retained by Seller	None	None
Virginia	Yes	Retained by Seller	None	None
Washington	Yes	Accompany Vehicle	3%	3%
West Virginia	Yes	Retained by Seller	Privilege 2%	Privilege 2%
Wisconsin	Yes	Retained by Seller	None	None
Wyoming	Yes	Retained by Seller	2%	2%

‡Graduated "specific ownership tax"—Maximum 2.1%

*Use Tax not required if equivalent Sales Tax was paid in State of Purchase.

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Products Index to Who's Who

(Continued from Page 245)

Schildmeier Co., H. C. ... 216
Sciaky Bros., Inc. ... 216
Shure Mfg. Co. ... 217
Siebring Mfg. Co. ... 217
Smash Proof Co. ... 217
Grover Smith Mfg. Corp. ... 217
Snap-On Tools Corp. ... 218
Standard Mfg. Co. ... 218
Standard Pressed Steel ... 219
Star Machine & Tool Co. ... 219
Stello Products Co. ... 219
Stephenson Fdry. & Mfg. Co., J. O. ... 219
Stewart-Warner Corp. ... 219
Storm-Vulcan, Inc. ... 219
Strahman Valves, Inc. ... 219
Studebaker Machine Co. ... 220
Sun Electric Corp. ... 220
Sunnen Products Co. ... 220
Syracuse Gauge Mfg. Corp. ... 220
Tapley Products ... 220
Thexton Mfg. Co. ... 221
Thompson & Son Co., Henry G. ... 221
Tobin Arp Mfg. Co. ... 221
Tokheim Oil Tank & Pump Co. ... 221
Trindl Products, Ltd. ... 222
United States Air Compressor Co. ... 223
U. S. Washmobile Corp. ... 223
Van Norman Co. ... 224
VanTool, Inc. ... 224
Vulcan Mfg. Co., Inc. ... 224
Wadell Equipment Co. ... 224
Walker Mfg. Co. of Wisconsin ... 224
Waterbury Tool, Div. of Vickers, Inc. ... 225
Wayne Pump Co. ... 225
Weaver Mfg. Co. ... 225
Webster Electric Co. ... 225
Weller Electric Corp. ... 226
Wilkening Mfg. Co. ... 226
Wilson, K. R. ... 227
Wood Co., John, Bennett Pump Div. ... 227
Wudel Mfg. Co., Edmund J. ... 227
Yale & Towne Mfg. Co. ... 228

SPECIAL TRUCK EQUIPMENT

Advance Mfg., Inc. ... 167
Alexander-Tagg Industries ... 167
American Chain Div. ... 168
Anthony Co. ... 170
Arrow Safety Device Co. ... 170
Automotive & Aircraft Div., American Chain & Cable Co. ... 172
Automotive Industries, Inc. ... 172
Automotive Safety Device Co. ... 172
B & M Truck Top Co. ... 172
Beacon Corp. ... 173
Bendix Westinghouse Automotive Air Brake Co. ... 174
Binkley Mfg. Co. ... 174
Bostrom Mfg. Co. ... 175
Budd Co. ... 176
Butler Mfg. ... 177
Cam Tool Co., Inc. ... 177
Campbell Son's Corp., Harry T. ... 178
Carpenter Mfg. Co. ... 178
Cemco Industries, Inc. ... 180
Clark Equipment Co. ... 182
Cleveland Pneumatic Tool Co., Automotive Div. ... 182
Cole Hersee Co. ... 182
Cree Coaches ... 183
Dana Corp. ... 184
Dayton Steel Foundry Co. ... 184
Detroit Automotive Products Corp. ... 185
Detroit Harvester Co. ... 185
Dietz Co., R. E. ... 185
Dixie Tallyho, Inc. ... 186
Do-Ray Lamp Co., Inc. ... 186
Eaton Mfg. Co. ... 187
Electro Products ... 190
Engler Instrument ... 190
Evans Products Co. ... 191
Flxible Co. ... 193
Fuller Mfg. Co. ... 194
Fulton Co., The ... 194
Gar Wood Industries, Inc., Wayne Div. ... 194
Grico Twe Axle Drive Co. ... 196
Griffin Lamp Co. ... 196
Grote Mfg. Co., Inc. ... 196
Gunite Foundries Corp. ... 196
Heil Co. ... 197
Hercules Steel Products Corp. ... 198
Highway Safety Appliances, Inc. ... 198
Hoof Products Co. ... 198
K-D Lamp Co. ... 200
Kelsey Hayes Wheel Co. ... 201
Kilborn-Sauer Co. ... 201
Kold-Hold Mfg. Co. ... 201
Langlois Bros. ... 202
Little Giant Products, Inc. ... 203
Maremont Automotive Products, Inc. ... 204
Marion Metal Products Co. ... 204
Monarch Governor Co. ... 206
Monroe Auto Equip. ... 206
Mullins Mfg. Corp. ... 207
National Lift Co. ... 208
New Process Gear Corp. ... 208
Paramount Fabricating Co. ... 210
Perfection Steel Body Co. ... 211
Power Sales Corp. ... 212
Prior Products Inc. ... 212
Ring-Wald Products ... 214
Ruger Equipment, Inc. ... 215
Rushlight's, Inc. ... 215
Shuler Axle Co., Inc. ... 217
Spicer Mfg. Div. ... 218
Stewart Warner Corp. ... 219
Sun Electric ... 220
Timken Detroit Axle Co. ... 221
Traffic Transport Eng., Inc. ... 221
Truck Equipment Co., Inc. ... 222
Truckstell Mfg. Co. ... 222
Trucktor Corp. ... 222
Turk Corp., C. K. ... 222
U. S. Thermo Control Co. ... 222
Velvac, Inc. ... 224
Webster Mfg. Co., W. L. ... 225

TIRES, TUBES AND RUBBER PRODUCTS

Armstrong-Norwalk Rubber Corp. ... 170
Armstrong Rubber Co. ... 170
Bacon Vulcanizer Mfg. Co. ... 172
Bowes "Seal Fast" Corp. ... 175
Brown Rubber Co. ... 176
Capitol Tire Co., Inc. ... 178
Chardon Rubber Co. ... 180
Continental Rubber Works ... 183
Davidson Rubber Co. ... 184
Dayton Rubber Co. ... 184
Denman Tire & Rubber Co. ... 185
Doan Mfg. ... 186
Dryden Rubber Div. ... 186
Dunlop Tire & Rubber Corp. ... 187
Durkee-Atwood Co. ... 187
Firestone Tire & Rubber Co. ... 192
Fisk Tire Co. ... 192
Fremont Rubber Co. ... 193
General Tire & Rubber Co. ... 195
Goodrich Co., B. F. ... 195
Goodyear Tire & Rubber Co., Inc. ... 195
Gross Mfg. Co. ... 196
Harris Products Co. ... 197
Hewitt Restfoam Div. ... 198
Inland Rubber Corp. ... 199
Kelly Springfield Tire Co. ... 200
Laher Spring & Tire Corp. ... 202
Lee Rubber & Tire Corp. ... 202
Lefferts Color Wall Tires ... 202
Lord Mfg. Co. ... 203
Mansfield Tire & Rubber Co. ... 204
National Motor Bearing Co., Inc. ... 208
Ohio Rubber Co. ... 209
Pennsylvania Rubber Co. ... 211
Raybestos-Manhattan, Inc. ... 213
Republic Rubber Div. ... 214
Rice Chadwick Rubber Co. ... 214
Roberts Toledo Rubber Co. ... 214
Rubatex Div. ... 215
St. Clair Rubber Co. ... 216
Seiberling Rubber Co. ... 217
Sheller Mfg. Corp. ... 217
Sponge Rubber Products Co. ... 218
Swan Rubber Co. ... 220
Tyer Rubber Co. ... 222
United States Rubber Co., Tire Div. ... 223
United States Rubber Co., Products Div. ... 223
Vogue Rubber Co. ... 224
Yale Rubber Co. ... 228

TOOLS, DIES, JIGS AND FIXTURES

Active Tool & Mfg. Co. ... 167
Carboloy Department, General Electric Co. ... 178
Cogsdill Twist Drill Co. ... 182
Detroit Pressed Steel Div. ... 185
Federal Engineering Co. ... 191
Geometric Tool Co. ... 195
J & O Mfg. Co. ... 200
Master Mfg. Co. ... 204
Murray Prod. Div., Randall Corp. ... 207
Production Die & Stamping Co. ... 212
Siewek Tool Co. ... 217
Willy's Carbide Co. ... 227

TOOLS, HAND *(Electric, Pneumatic and Special Service)*

Accurate Parts Mfg. Co. ... 167
Albertson & Co., Inc. ... 167
Alloy Rods Co. ... 168
All-Power Mfg. Co. ... 168
American Twist Drill Co. ... 169
Ames Co., B. C. ... 169
Ammco Tools, Inc. ... 169
Barrett Equipment Co. ... 173
Bean Division, John ... 173
Bear Mfg. Co. ... 173
Black & Decker Mfg. Co. ... 174
Blackhawk Mfg. Co. ... 174
Bonney Forge & Tool Works ... 174
Cal-Van Machine Products, Inc. ... 177
Cedar Rapids Engineering Co. ... 180
Chicago Pneumatic Tool Co. ... 180
Cincinnati Tool Co. ... 181
Detroit Surfacing Machine Co. ... 185
Duro Metal Products Co. ... 187
EIS Automotive Corp. ... 190
Fairmount Tool & Forging, Inc. ... 191
G.M. Co. Manufacturing, Inc. ... 194
Heller Brothers ... 197
Hendry Co., C. J. ... 197
Herbrand Division ... 197
Houser Engineering & Mfg. Co. ... 198
Independent Pneumatic Tool Co. ... 199
Ingersoll-Rand Co. ... 199
Inland Mfg. Co. ... 199
J O Manufacturing Co. ... 200
K-D Mfg. Company ... 200
Kent Moore Organization, Inc. ... 201
Kirspel Industries, Inc. ... 201
Lee Co., K. O. ... 202
Manzel ... 204
Miller Mfg. Co. ... 206
National Machine & Tool Co. ... 208
New England Pressed Steel Co. ... 208
P & G Hand Forged Tool Co. ... 210
Petersen Mfg. Co., Inc. ... 211
Portable Electric Tools, Inc. ... 212
Porter-Cable Machine Co. ... 212
Porter, Inc., H. K. ... 212
Proto Tools ... 212
Schartow Iron Products Co. ... 216
Schrader's Son, A. ... 216
Seiden Pneumatic Toll Co. ... 217
Sherman-Klove Co. ... 217
Skil, Inc. ... 217
Snap-On Tools Corp. ... 218
Speed Way Mfg. Co. ... 218
Starrett Co., L. S. ... 219
United States Electrical Tool Co. ... 223
Vaco Products Co. ... 224
Vichek Tool Co. ... 224
Watervliet Tool Co., Inc. ... 225
Whale Tool Corp. ... 226
Whitaker Cable Corp. ... 226
Williams & Co., J. H. ... 227
Wilson, K. R. ... 227
Wudel Mfg. Co., Edmund J. ... 227
Xcelite, Inc. ... 228
Zoerman-Clark Mfg. Co., Inc. ... 228

SPECIAL SERVICE TOOLS

Kent Moore Organization, Inc. ... 201
Manzel, Inc. ... 204
Miller Mfg. Co. ... 206
Wilson, K. R., Inc. ... 227

TRUCK AND BUS BODIES

Anthony Co. ... 170
Atlas Body Corp. ... 171
Black & Sons, Inc., Adam ... 174
Blue Bird Body Co. ... 174
Boyertown Auto Body Works, Inc. ... 175
Brightbill, M. A., Body Works ... 176
Broguinda Corp. ... 176
Brown Equipment & Mfg. Co. ... 176
Campbell Co., Inc., A. S. ... 178
Converto Mfg. Co. ... 183
Daybrook Hydraulic Corp. ... 184
DeBoer & Assoc., H. O. ... 184
DeKalb Commercial Body Corp. ... 184
Engineering & Research Corp. ... 190
Fruehauf Trailer Co. ... 193
Galion Allsteel Body Co. ... 194
Gar Wood Industries, Inc., Wayne Div. ... 194
Gerstenslager Co. ... 195
Gregg Co., F. B., Inc. ... 196
Hackney Bros. Body Co. ... 196
Hart Metal Products ... 197
Haskelite Mfg. Corp. ... 197
Heil Company ... 197
Hercules Mfg. Co. ... 198
Hercules Steel Products Corp. ... 198
Herman Body Co. ... 198
Hicks Body Co. ... 198
Keystone Trailer & Equipment Co. ... 201
Knox Metal Products, Inc. ... 201
Langlois Bros. ... 202
Maday Body & Equipment Corp. ... 204
Marion Metal Products Co. ... 204
McCabe-Powers Auto Body Co. ... 205
Midwest Body & Mfg. Co. ... 206
Montpelier Mfg. Co. ... 206
Morrison Steel Products ... 206
Olson Corp., J. B. E. ... 210
Oneida Products Corp. ... 210
Pathfinder Coach Div. ... 211
Perfection Steel Body Co. ... 211
Ring-Wald Products ... 214
Roadway Mounting & Equip. Co., Inc. ... 214
St. Paul Hydraulic Hoist Div. ... 216
Schnabel Co. ... 216
Stahl Metal Products ... 218
Stewart Steel Products, Inc. ... 219
Superior Coach Corp. ... 220
Swift All-Steel Body, Co., Inc. ... 220
Timberlock Corp. ... 221
Union City Body Co., Inc. ... 223
Universal Sales, Inc. ... 223
Ward Body Works, Inc. ... 225
Watkins Body Corp. ... 225
Wayne Works ... 225
Williamsen Body & Equipment Co. ... 227

TRUCK MANUFACTURERS

Autocar Co. ... 171
Brockway Motor Co., Inc. ... 176
Chevrolet Motor Div. ... 180
Chrysler Corp. ... 181
Corbitt Co. ... 183
Diamond-T Motor Car Co. ... 185
Divco Corp. ... 186
Dodge Division ... 186

(Continued on Page 247)

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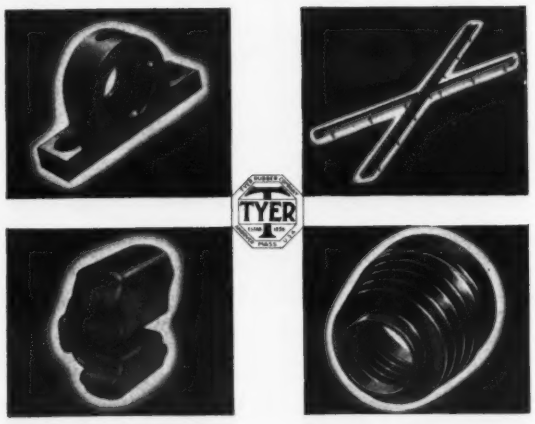

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1944	13.7	28,700,000
1946	14.0	31,900,000
1947	13.2	35,500,000
1948	13.6	38,900,000
1949	12.4	43,000,000
1950	12.2	47,600,000
1951	11.1	49,300,000
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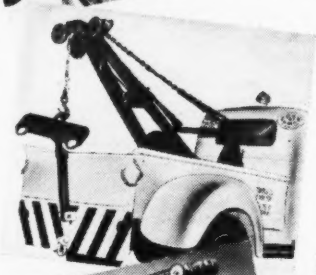

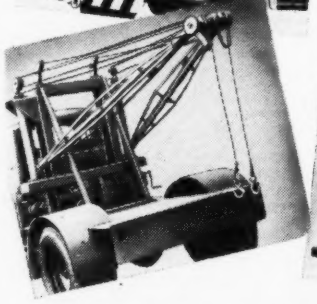

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Products Index To Who's Who

(Continued from Page 246)

Duplex Truck Co. 187
Federal Motor Truck Div., Federal Fawick Corp. 191
Ford Motor Co. 193
Four Wheel Drive Auto Co. 193
GMC Truck & Coach Div. 194
General Motors Corp. 194
International Harvester Co. 200
Kenworth Motor Truck Corp. 201
Linn Coach & Truck Div. 203
Mack Motor Truck Corp. 204
Marmon-Herrington Co., Inc. 204
Reo Motors, Inc. 214
Studebaker Corp. 219
Ward La France Truck Corp. 225
White Motor Co. 226
Willys-Overland Motors, Inc. 227

UPHOLSTERY, FABRICS AND TRIM MATERIALS

Allen Industries, Corp. 168
American Auto-Felt Corp. 168
American Felt Co. 168
American Finishing Co. 169
Ansin & Co., Inc., J. 170
Ansonia Mills, Inc. 170
Ashtabula Hide & Leather Co. 171
Athol Mfg. Co. 171
Blanchard Bro. & Lane 174
Bolta Products Sales, Inc. 174
Bridgeport Fabrics, Inc. 175
Burg, A. S., Co. 176
Burlington Mills, Inc., New York 177
Burlington Mills, Inc., Wisconsin 177
Callaway Mills, Inc. 177
Carlinn Fabrics Corp. 178
Chatham Mfg. Co. 180
Chicopee Mfg. Corp. of Ga., Lumite Div. 180
Collins & Aikman Corp. 182
Columbia Woven Plastics Corp. 183
Eagle-Ottawa Leather Co. 187
Ellis Mills, Inc., A. D. 190
Ero Mfg. Co. 190
Federal Leather Co. 191
Fiber Fabric, Industries 192
Gehringer & Forsyth 194
Goodall Fabrics, Inc. 195
Gordon & Co., Inc., B. 195
Hafner Associates, Inc. 196
Hamilton-Wade Company 196
Hego Fabrics Co. 197
Jason Corp., The 200
Lackawanna Leather Co. 202
Laurel Plastics, Inc. 202
Lumite Div., Chicopee Mfg. Corp. of Ga. 203
Masland Duraleather Co. 204
Masland & Sons, C. H. 204
National Automotive Fibres, Inc. 208
National Plastic Products Co. 208
Pacific Mills 210
Pantasote Co. 210
Quality Awning Co. 213
Radel Leather Mfg. Co. 213
Rayflex Fabrics, Inc. 213
Shamokin Woolen Mills, Inc. 217
Southern Fibre Fabrics 218
Susquehanna Mills, Inc. 220
Swift Manufacturing Co. 220
Technical—Textile Co. 220
Textileather Corp. 221
Timme & Sons, E. F. 221
Troy Blanket Mills 222
Twitchell, Inc., E. W. 222
Upholstery Leather Group Tanners' Council of America 223
Wellington Sears 226
Wilton Woolen Co. 227

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Index to Advertisements

Page

A. C. Spark Plug Division of General Motors Corp. 124, 125
Agency—D. P. Brother & Co.

A. P. Parts Corporation 217
Agency—Clark and Bobertz, Inc.

Aetna Ball & Roller Bearing Co. 116
Agency—Marsteller, Gebhardt & Reed Inc.

Allen Electric & Equipment Co. 180
Agency—Crescent Advertising Service

American Brakeblok Div. of American Brake Shoe Co. 184
Agency—Fuller, Smith & Ross Inc.

American Forging & Socket Co. 214

American Grease Stick Co. 246
Agency—Simmonds & Simmonds Inc.

American Weekly 45
Agency—Cecil & Presbrey Inc.

Ammco Tools Inc. 198
Agency—Arthur R. Mogge Inc.

Aro Top Sales Co. 199
Agency—Cotter Advertising Agency

Ashton Power Wrecker Equipment Co., Inc. 133
Agency—Dudgeon, Taylor & Bruske, Inc.

Auto Metal Products Inc. 207
Agency—Edwards Agency

Auto Truck Equipment Co. 192

Auto Ventshade Co. 247
Agency—Lowe & Stevens

Bacon Vulcanizer Mfg. Co. 224
Agency—Emeryville Adv. Agency

Baltimore News Post 117
Agency—Anderson & Cairns, Inc.

Bay Manufacturing Co. 160
Agency—T. L. Parkhouse

Bendix Products Div., of Bendix Aviation Corp. 17
Agency—MacManus, John & Adams, Inc.

Bendix-Westinghouse Automotive Air Brake Co. 144
Agency—MacManus, John & Adams, Inc.

Benmatt Organization 232
Agency—W. H. Hunt & Associates

Better Homes and Gardens 168
Agency—Kudner Agency

Borg Warner Corp. .....Inside Back Cover
Agency—Rogers & Smith, Inc.

Borroughs Manufacturing Co. 228
Agency—Roland G. Spedden Advertising

Bridgeport Fabrics, Inc. 247
Agency—Henry A. Loudon Adv. Inc.

Briggs Manufacturing Co. 128
Agency—MacManus, John & Adams, Inc.

Briggs Manufacturing Co., Refinishing Materials Div. 95
Agency—Livingstone-Porter-Hicks

Buick Motor Div. of General Motors Corp. 21
Agency—Kudner Agency, Inc.

Cadillac Motor Car Div. of General Motors Corp. 89
Agency—MacManus, John & Adams, Inc.

Campbell-Edwald Company 106

Capper-Harmon-Slocum 166
Agency—The Buchen Co.

Cello Products Co. 51
Agency—C. M. Gray & Associates

Champion Spark Plug Co. 130
Agency—MacManus, John & Adams, Inc.

Chevrolet Motor Div. of General Motors Corp. 19
Agency—Campbell-Ewald Company

Chicopee Mills, Inc. .....Front Cover
Agency—Lennen & Newell, Inc.

Chrysler Corp. 118
Agency—N. W. Ayer & Son

Chrysler Motors Parts Corp., Division of Chrysler Corp. 149
Agency—Ross Roy, Inc.

Page

Chrysler Sales Div. of Chrysler Corp. 161
Agency—McCann Erickson, Inc.

Cincinnati Enquirer 79
Agency—Stockton-West-Burkhart, Inc.

Cincinnati Times Star 93
Agency—The Chester C. Moreland Co.

Clark Equipment Company 205
Agency—Marsteller, Gebhardt & Reed Inc.

Cleveland Graphite & Bronze Co. 146
Agency—Edward Howard & Co.

Colliers 36, 37
Agency—Kudner Agency, Inc.

Collins & Aikman Corp. 49
Agency—Kudner Agency, Inc.

Comfort Specialty Company 126
Agency—Seearcee Advertising Agency

Continental Motors Corp. 181
Agency—Cummings & Hopkins

Cordomatic Div. of the Vacuum Cleaner Corp. of America 246
Agency—Feigenbaum and Wermen Adv.

Cree Coaches 232
Agency—Dudgeon, Taylor & Bruske Inc.

D & M Products, Inc. 244
Agency—Frank Barrett Cole Advertising

Darubu Ltd. 162
Agency—Terry Howard Advertising

Davidson Rubber Co. 240
Agency—Calderwood & Preg, Inc.

Delco Products Div. of General Motors Corp. 104
Agency—Campbell-Ewald Company

DeSoto Div. of Chrysler Corp. 29
Agency—Batten, Barton, Durstine & Osborn

Detroit Gasket & Manufacturing Co. 236
Agency—Castle & Werner, Inc.

Detroit Grille Manufacturing Co. 230

Detroit Insurance Agency 237

Detroit Times 110
Agency—Forrest U. Webster

R. E. Dietz Co. 204
Agency—Humbert & Jones

Dodge Div. of Chrysler Corp. 15
Agency—Grant Advertising Inc.

Dole Valve Company 47
Agency—Buchen Co.

Douglas Mfg. Div. of Kingston Products Corp. 236

E. A. Laboratories Inc. 129
Agency—Picard Advertising Co.

Eaton Mfg. Company 137
Agency—Clark & Bobertz Inc.

Eclipse Machine Div. of Bendix Aviation Corp. 195
Agency—MacManus, John & Adams, Inc.

Edwards Agency 155

Eis Automotive Corporation 214
Agency—Furman Company

Elco Lubricant Corp. 236

Electric Auto Lite Co. 6
Agency—Ruthrauff & Ryan Inc.

Esquire Inc. 179
Agency—Grey Advertising Inc.

Ethyl Corp. 193
Agency—Batten, Barton, Durstine & Osborn

Evans Products Company 226
Agency—Fuller, Smith, Ross, Inc.

Farm Journal 218, 219
Agency—Gray & Rogers

Fisher Body Div. of General Motors Corp. 102
Agency—Kudner Agency

Page

Ford Motor Company 4
Agency—Kenyon & Eckhardt Inc.

Ford Division, Ford Motor Company 85
Agency—J. Walter Thompson

Freeman & Freeman, Inc. 23
Agency—George S. Minot Adv.

Fruehauf Trailer Co. 121
Agency—The Allman Company

Gabriel Co. 237
Agency—Hubbell Advertising Agency Inc.

Galion Allsteel Body Co. 112
Agency—Palm & Patterson

Gar Wood Industries Inc. 140, 141
Agency—Fred P. Bingham

Gaylord Shelton Inc. 197
Agency—Ross Roy Inc.

Gemmer Manufacturing Company 163
Agency—Witte & Burden

General Motors Acceptance Corp. 134, 135
Agency—Campbell-Ewald Co.

General Motors Corp. 33
Agency—Kudner Agency

GMC Truck & Coach Div. of General Motors Corp. 97
Agency—Kudner Agency, Inc.

Gerity-Michigan Corporation 120
Agency—Albert Frank-Guenther Law

Globe Hoist Company 225
Agency—Aitkin-Kynett Company

Goodall Fabrics Inc. 81
Agency—Ruthrauff & Ryan Inc.

B. F. Goodrich Co. 145
Agency—Batten, Barton, Durstine & Osborn

Goodyear Tire & Rubber Co. 3
Agency—Young & Rubicam Inc.

Great Lakes Steel Corp., N-A-X Alloy Div. 230
Agency—Campbell-Ewald Company

Grote Manufacturing Company 196
Agency—Wilson Advertising Agency

Guide Lamp Div. of General Motors Corp. 115
Agency—D. P. Brother & Co.

Gyro Skid Control Co. 237
Agency—McNeill & McCleery

Hayes Manufacturing Corp. 237

H.D.T. Company Factors Inc. 119
Agency—Birdsall Co.

Helms Industrial Development Co. 221
Agency—James Philip Reed Advertising Agency

Holden, Clifford, Flint, Inc. 234

Holiday 101
Agency—Batten, Barton, Durstine & Osborn

Holley Carburetor Company 182, 183
Agency—Holden, Clifford, Flint, Inc.

Houdaille-Hershey Corp. 226
Agency—LaGrange & Garrison Advertising

Hudson Motor Car Company 83
Agency—Brooke, Smith, French & Dorrance Inc.

Hyatt Bearings Div. of General Motors Corp. 138
Agency—D. P. Brother & Co. Inc.

Industrial Tape Corp. 224
Agency—Aitkin-Kynett

Inter-Communication System of America 157
Agency—Van Hecker Inc.

International Harvester Co. 91
Agency—Young & Rubicam, Inc.

Ionia Manufacturing Company 210
Agency—Brindley Roth Inc.

Index to Advertisements

Page

J & H Sales Co. (Erie Mfg. Div.) 40
Agency—Burton Browne Advertising

F. L. Jacobs Company 31
Agency—L. J. Dumahaut Advertising Agency

Jetomatic Inc. 226
Agency—E. J. Lush Inc.

Johns-Manville 227
Agency—J. Walter Thompson Company

Kaiser-Frazer Sales Corp. 77
Agency—W. H. Weintraub & Co.

Kelsey Hayes Wheel Company 187
Agency—Zimmer, Keller & Calvert, Inc.

Kent-Moore Organization Inc. 209
Agency—E. C. Watkins & Co.

King-Seeley Corp. 148
Agency—Witte & Burden Advertising

Las-Stik Manufacturing Company 238
Agency—Rowe & Wyman Co.

Libbey-Owens-Ford Glass Company 127
Agency—Fuller, Smith, Ross Inc.

Life Magazine 62, 63
Agency—Young & Rubicam Inc.

Lincoln-Mercury Division of Ford Motor Company 59
Agency—Kenyon & Eckhardt Inc.

Liquid Glaze, Inc. 185
Agency—D. P. Brother & Co.

Lisle Corporation 208
Agency—Fairall & Company

Litho-Paint Poster Company 206

Long Manufacturing Div. of Borg Warner Corp. 142
Agency—Fred M. Randall

Lyon, Inc. 194
Agency—MacManus, John and Adams, Inc.

McQuay-Norris Manufacturing Company ..... 198, 206, 214, & 233
Agency—D'Arcy Advertising Agency

Macton Machinery Co., Inc. 247
Agency—Birdsall & Company

Magnetic Drain Plug Co. 224

Martin Senour Company 169
Agency—MacFarland, Aveyard & Co.

Master Parts Div. of Airtex Products Inc 216
Agency—Burlingame-Grossman Advertising

Masland Duraleather Company 132
Agency—Fox and Mackenzie

Midland Steel Products Company 111
Agency—The Allman Company

Miller Manufacturing Company 178
Agency—Frederick M. Lawrence

Milwaukee Journal 87
Agency—Klau-Van Pieterson Dunlap Associates

Minnesota Mining & Manufacturing Company 223
Agency—MacManus, John & Adams, Inc.

Mirror Bright Polish Company 238
Agency—The Edwards Agency

Mitchell's Muffler Company 237

Monroe Auto Equipment Company 155
Agency—Ruthrauff & Ryan Inc.

J. W. Mortell Company 236
Agency—Arthur C. Barnett

Morysville Body Works 245
Agency—Dudgeon, Taylor & Bruske

Motor Products Corporation 242
Agency—Betteridge & Company

Nash Motors, Div. of Nash-Kelvinator Corp. 10, 11
Agency—Geyer Advertising Agency

National Automotive Fibers, Inc. 243
Agency—Hopcraft Keller Inc.

Page

National Automobile Transporters Association 207
Agency—Betteridge & Company

National Cash Register Company 114
Agency—McCann-Erickson Inc.

National Lift Company, Sub. of Gar Wood Industries Inc. 212
Agency—Andrews Agency

National Machine Works, Inc. 206
Agency—Galloway Wallace Advertising

New Departure, Div. of General Motors Corp. 172
Agency—D. P. Brother & Co.

New Process Gear Corporation 208

Nu Orm Plans, Inc. 244

Oldsmobile Div. of General Motors Corp. 164, 165
Agency—D. P. Brother & Co.

Packard Motor Car Company 105
Agency—Maxon Inc.

Perfect Circle Corporation ..... Inside Front Cover
Agency—Henri, Hurst & MCdonald, Inc.

Pierce Governor Co., Inc. 235
Agency—LaGrange & Garrison, Inc.

Plymouth Div. of Chrysler Corp. 8
Agency—N. W. Ayer & Son

Pontiac Motor Div. of General Motors Corp. 35
Agency—MacManus, John and Adams, Inc.

Premier Autoware Company 122
Agency—Wyse Advertising

Purolator Products, Inc. 186
Agency—J. Walter Thompson

Purolator Products, Inc., After Market Division 233
Agency—J. Walter Thompson

Raybestos Manhattan Inc. 108
Agency—Gray & Rogers Advertising

Renault Selling Branch, Inc. 244
Agency—Mann-Ellis Inc.

Reo Motors Inc. 143
Agency—William Hart Adler Inc.

Resolute Fire Insurance Company 136
Agency—International Advertising Agency

Reynolds and Reynolds Co. 231
Agency—Weber, Geiger & Kalat Inc.

Rinshed Mason Co. 192
Agency—Marvin Hahn Advertising

Rodman Manufacturing Company 208

Rohm & Haas Company 154
Agency—John Falkner Arndt & Company

Rootes Motors, Inc. 150
Agency—Anderson & Cairns Inc.

Russell Manufacturing Company 215
Agency—Charles W. Hoyt Co., Inc.

St. Paul Hydraulic Hoist, Div. of Gar Wood Industries Inc. 152, 153
Agency—Andrews Agency, Inc.

Saginaw Steering Gear, Div. of General Motors Corp. 157
Agency—D. P. Brother & Co.

Saturday Evening Post 72, 73
Agency—Batten, Barton, Durstine & Osborn

A. Schrader's Son 147
Agency—G. M. Basford Company

Shure Manufacturing Company 200
Agency—Padco Advertising Company

Signal-Stat Corporation 202
Agency—Aitkin-Kynett Company

Snap-On Tools Corp. 201
Agency—Cramer-Krasselt Co.

Sparks-Withington Company 223
Agency—Brooke, Smith, French and Dorrance, Inc.

Spicer Manufacturing Div. of Dana Corp. 203
Agency—Clifford A. Kroening, Inc.

Page

Sports Afield 174, 175
Agency—Campbell-Mithun, Inc.

Standard Outdoor Advertising 189
Agency—Donahue & Company

Standard Steel Spring Company 234
Agency—Marsteller, Gebhardt & Reed, Inc.

J. O. Stephenson Foundry & Mfg. Co. 196
Agency—Dudgeon, Taylor & Bruske

Charles A. Strelinger Company 232

Studebaker Corporation 13
Agency—Roche, Willisams & Cleary, Inc

Thermoid Company 229
Agency—Aitkin-Kynett Company

Thompson Products Inc. 151
Agency—Meldrum & Fewsmith, Inc.

Time, Inc. 103
Agency—Young & Rubicam, Inc.

Timken Detroit Axle Company 55
Agency—MacManus, John and Adams, Inc.

Timken Roller Bearing Company 109
Agency—Batten, Barton, Durstine & Osborn

Tow Bar Sales Company 204

Tung-Sol Electric Company 220
Agency—E. M. Freystadt Associates

Tyer Rubber Company 246
Agency—Henry A. Loudon, Advertising

U. S. Washmobile Corp. 159
Agency—Edwards Agency

Udylite Corporation 190
Agency—Grant Advertising, Inc.

Union Oil Company of California 173
Agency—Foote, Cone & Belding

United Carr Fastener Corporation 239
Agency—H. B. Humphrey, Alley & Richards, Inc.

United States Rubber Company 113
Agency—Fletcher D. Richards

United States Rubber Company, Fisk Division 158
Agency—Fletcher D. Richards

Unity Manufacturing Company 213
Agency—C. J. Ollendorf

Universal Products Inc. 177
Agency—Clark & Bobertz, Inc.

Upholstery Leather Group ..... Back Cover
Agency—Calkins and Holden

Van Auken, Inc. 131
Agency—James Philip Reed

Van Grove Sales Company 200
Agency—Edwards Agency

Ven Corporation 244
Agency—Edwards Agency

Vickers, Inc. 139
Agency—Witte & Burden

Wagner Electric Corp. 191
Agency—A. R. Mogge

Walker Manufacturing Co. of Wisconsin 27
Agency—Keeling & Company

Weld-Built Body Co. 247
Agency—The Salzman Co.

Wettlaufer Manufacturing Corp. 170
Agency—Marvin Hahn

White Motor Company 176
Agency—D'Arcy Advertising Agency

Willys-Overland Motors, Inc. 43
Agency—Canaday, Ewell & Thurber, Inc.

K. R. Wilson 123
Agency—James G. J. Wells, Inc.

Wohlert Corp. 243
Agency—Harry Deady Studios

L. A. Young Spring & Wire Corp. 171
Agency—Zimmer, Keller & Calvert, Inc.

Editorial Index to Almanac for 1953

ACCIDENT DATA 99
- Types of Accidents
- Rates of Motor Transportation Fleets

CANADA 90, 94
- Production and Sales 90
- Sales and Excise Taxes 94
- Employment—Dealer 94

DEALERS 82, 92, 212, 236
- New Cars in Stock 92
- New-Car Totals 92
- Expenses-Profits, ... 212
- Service Volume 82, 92
- Totaled by Makes, '53, '52, '41 236

EMPLOYMENT 78
- Federal, State Highway Construction
- Hours, Earnings—Auto Plants

EXPORTS, IMPORTS 82, 84
- Cars, Trucks, Buses, Miscellaneous

FAMILY ALBUM 107-163
- Dealer Association Managers 162-163
- Manufacturers Representatives in Detroit 156-157
- Manufacturers 107-155
- Media Representatives 159-160

FARM DATA 96
- Gasoline Use
- Income, Financial Status
- Vehicle Ownership

FINANCIAL DATA 100
- Chrysler versus General Motors
- General Motors, post-war—pre-war
- Manufacturing Companies' Standings

GASOLINE 80
- Consumption
- Prices, Taxes
- Exports, Imports

HIGHWAYS 78, 88
- Diversion of Funds 88
- Employment 78
- Federal Aid 88

HISTORICAL DATA 7, 9, 188, 229-233
- Car Maker's Chronology 188
- Old and New-Car Models 9
- Review of 1952 7

OPERATING COSTS OF MOTOR VEHICLES 86
- In Designated Territories Per Car

PARTS, ACCESSORIES, SALES 80, 92
- Wholesale Value, Annual 80
- Service, Department Averages 92

PRICES (New Cars) 222

PRODUCTION, CAR AND TRUCK 12-22, 78, 90, 94
- 1904-1952 Manufacture and Use 20
- Canada 20, 90
- Factory Sales 18, 22
  - Body Types 22-38
  - By Months for 1952 20
  - Trucks by Gross Vehicle Weights 94
  - Wholesale Value 1900-1952 18
- Makes and years, 1937-1952 12
- Makes by Months 12, 14, 16
- Percentages—1940-1952 by Months 16
- Truck-Trailer 20, 22
- Vs. registrations by Makes for 1952 18
- Postwar vs. Prewar 78

PRODUCTS INDEX TO WHO'S WHO 241-247

RADIO, TELEVISION EXPENDITURES 94
- Gross Time Sales, 1952
- Passenger-Car Advertisers

REGISTRATIONS, Car and Truck 24-76
- Canada 90
- Counties, Leading 228
- Makes .....
  - (States, '51-'52) 24-25
  - (States, '40-'52) 41-48
  - (Months, '51-'52) 28
  - (Months, '41-'52) 50
  - (Percentage of Sales, '40-'52) 54
  - (Geographical Division, 1952) 52, 53
  - (Years, '22-'52) 74-75
  - (Years, '47-'52) 26
  - (Years, '51-'52) 38-39
- Miscellaneous Makes 26
- Models ..... ('51-'52) 30
- Months .....
  - (Makes, '51-'52) 28
  - (Makes, '41-'52) 50
  - (Years, '39-'52) 30
  - (Percentages of Sales, '40-'52) 32-34
  - (Percentages of Sales, '51-'52) 28
  - (Geographical Division, 1952) 52-53
  - (States, '41-'52) 56-57
  - (States, '41-'52) 60-61
  - (U. S. and Canada) 20
- Percentages .....
  - (Makes, 1952) 26
  - (Makes, '40-'52) 54
  - (Months, '51-'52) 28
  - (Months, '40-'52) 32
  - (States, '39-'52) 32, 34
  - (Years, '51-'52) 38-39
- States .....
  - (Makes, '51-'52) 24-25
  - (Years, '46-'52) 26
  - (Years, '51-'52) 38, 39
  - (Years, '39-'52) 32-34
  - (Makes, '41-'52) 41-48
  - (Geographical Division, '52) 52-53
  - (Months, '41-'52) 56-57
  - (Months, '41-'52) 60-61
- Total in Use 58, 64-71, 240-241
- Percentage—Trucks on Road 30
- Trucks by Weight 39, 240
- World 76

REVIEW OF 1952 7

TAXES 78, 88
- Canadian, Sales and Excise 94
- Diversion, Highway Users Funds 88
- Federal Excise Taxes 207
- Use Taxes 242
- Vehicle 78

TIRES AND TUBES 80, 238
- Passenger Car, Truck and Bus 80
- Production 238

USED CARS 88
- Price Trend Chart

USE OF MOTOR VEHICLES 86
- By Population Group
- By Trip Purposes

WHO'S WHO 167-228
- Directory of Manufacturers

MISCELLANEOUS
- Alltime Record Sales Statistics 39
- Automotive Concerns—Various Categories 22
- Auto Industry Organizations 167
- Car Makers Chronology 188
- General Motors Sales 100
- 1953 Model Specifications 84
- Roster of American Car Makes 98-99
- Scrappage, Car and Truck 30
- Service Departmental Averages 92
- Truck State Restrictions, Size and Weight 20-211
- The Old and the New-Car Models 9
- Traffic Survey 86
- Transportation Story 229-233
- Wholesale Used-Car Prices, Seasonal 234-239

Index to Advertisers is on pages 248-249

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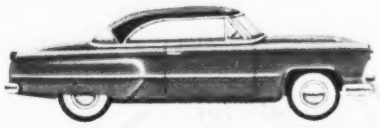
when you take the wheel of one of today's fine  cars, you have in your hands a story of continuing progress

In 1900-the old time mixing valve was replaced by SCHEBLER CARBURETORS.

In 1903-The Spur type Differential was introduced by WARNER GEAR. Radiators made of copper tubing with attached cooling fins introduced by LONG.

In 1913-The Single Plate Clutch was developed by BORG & BECK and Silent Timing Chains were introduced by MORSE CHAIN.

In 1916-Universal Joints were developed by MECHANICS.

In 1921-First standard type Transmissions were introduced by WARNER GEAR.

In 1922-Double Plate Clutches were introduced by LONG.

In 1923-Multiple Spring Clutches developed by ROCKFORD.

In 1924-Vibration Dampening Flexible Center Clutches introduced by BORG & BECK.

In 1930-Transmission Synchronizer Units for Cars and Trucks produced by WARNER GEAR.

In 1931-Roller Bearing Universal Joints introduced by MECHANICS. Free Wheeling offered to the industry by WARNER GEAR. Tapered Steel Discs for truck wheels were developed by INGERSOLL.

In 1934-Automatic Overdrives for Transmissions were introduced by WARNER GEAR.

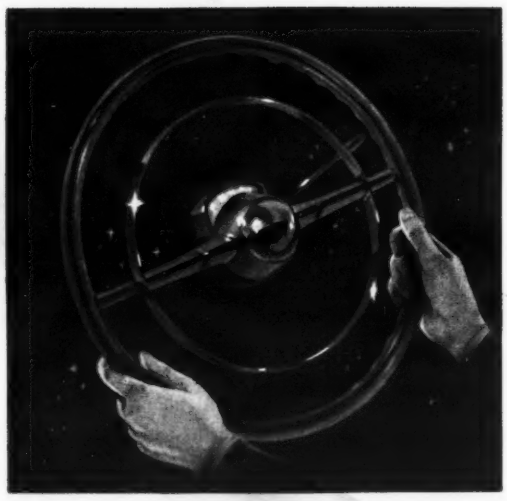
In 1938-Borglite and Torbend Clutch Plates were introduced by BORG & BECK, LONG, and ROCKFORD.

In 1939-Ty-Ply Rubber-to-Metal Bonding material developed by MARBON.

In 1949-Automatic Transmissions were perfected by DETROIT GEAR and WARNER GEAR.

In 1952-MARVEL-SCHEBLER introduced Power Chambers and Hydraulic Power Units for trucks and trailers; LPG Carburetion Systems for trucks, tractors, buses, taxis and stationary engines.

In 1953-Mechanical Power Steering perfected by WARNER GEAR.



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Borg-Warner has truly grown up with the automotive industry and the automotive industry has developed hand in hand with Borg-Warner. We share your faith in the expanding future of this great industry which we have been privileged to serve so widely . . . for so many years.

Roy D. Ingersoll
PRESIDENT
BORG-WARNER CORPORATION

ENGINEERING B-W PRODUCTION

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MORSE CHAIN CO., LTD. • NORGE • NORGE HEAT • PESCO PRODUCTS • REFLECTAL
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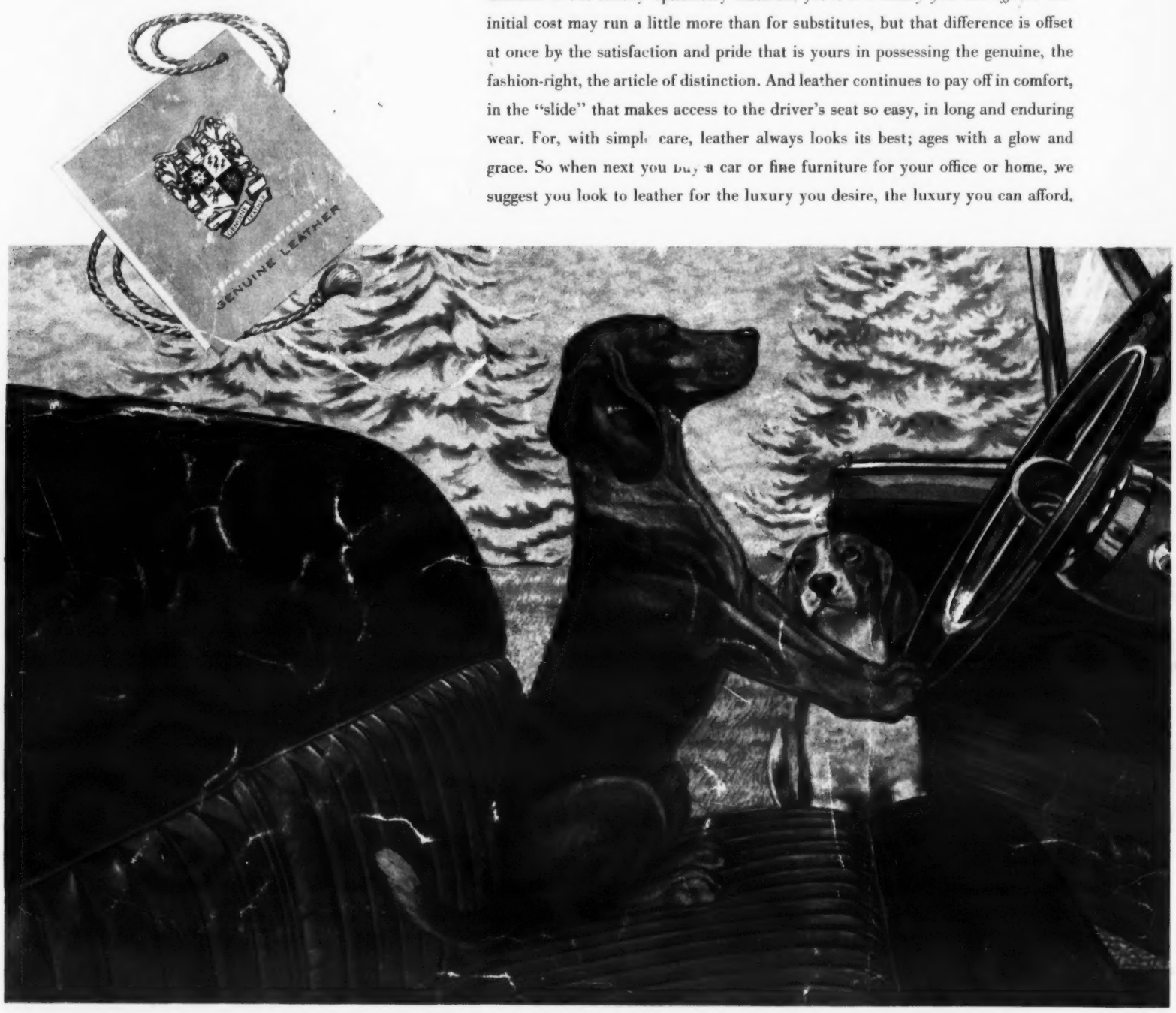

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